**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Reporting and Editing**

**ASSIGNMENT-1**

**Question 2**

List out kinds of leads

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**Introduction**

News is a report of a current event. It is information about something that has just happened or will happen soon. It is generally said that if a news report provides answers to six questions,then it is a perfect news item. These six questions include five Ws and oneH. The five Ws are When? Where? What ? Why? and Who?.The H is How?

**News Lead**

A typical newspaper article is broken down into the headline, the lead, and the body of the story. The first paragraph of a news story is called the lead. Condensing the main facts or ideas about an entire news event into just a few lines of type is not easy. Learning to write good leads is one of the most important skills a journalist can master.

**Major Types of Leads**

Although there are many ways to write leads, here are seven common approaches.

1. Straight Lead

Also called the “summary” lead, this is by far the most common and traditional version; it should be used in most cases. It is a brief summary, containing most of the Five W’s and H in one sentence.

“The Parliament voted Friday to ratify the landmark Terrirism Prevention Bill, paving the way for the national plan to curb terrorism in the country by two years.”

1. Anecdotal Lead

The anecdotal lead uses a quick, relevant story to draw in the reader. The anecdote must help enhance the article’s broader point, and you must explain the connection to that point in the first few sentences following the lead.

1. Scene-Setting Lead

The scene-setting lead describes the physical location where a story takes place.

“On the second floor of an old Bavarian palace in Munich, Germany, there’s a library with high ceilings, a distinctly bookish smell and one of the world’s most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room.”

1. First-Person Lead

This lead describes the journalist’s personal experience with the topic. It should only be used when you have a valuable contribution and perspective that help illuminate the story.

“For many of us, Sept. 11, 2001 is one of those touchstone dates — we remember exactly where we were when we heard that the planes hit the World Trade Center and the Pentagon. I was in Afghanistan.”

1. Observational Lead

When offering an authoritative observation about a story and how it fits in with the larger picture, you should make sure you know the broader context of your subject matter.

“Tax records and literary criticism are strange bedfellows. But over the weekend, the two combined and brought into the world a literary controversy — call it the Ferrante Furor of 2016.”

1. Zinger Lead

The zinger lead is dramatic and attention-grabbing. Although it has a strong tone, it requires a hard set of facts to back it up.

“His last meal was worth $30,000 and it killed him.” (The story was about a man who died while trying to smuggle cocaine-filled bags in his stomach.)

1. Question Lead

Question leads do just that: ask a question. Although they are effective in sparking interest, use them sparingly because they generally do not provide the main points of a story as concisely.

“What’s increasing faster than the price of gasoline? Apparently, the cost of court lobbyists.”

**Conclusion**

Understanding the types of leads and style options available can help journalists tell stories as clearly and effectively as possible. Leads are not easy to write. However, there are many ways to write leads and there are some common approaches.

**References**

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