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newsworthiness; therefore, it is also known as the elements of newsworthiness. The importance of news is a common principle determining how media outlets prioritize the news story. The components of newsworthiness set the importance of the news story. The 12 news values in journalism are Proximity, Controversy, Personal Influence, Suitability, Impact, Bizarre/Human Interest, Timeliness, Progress, Genuine/Genius, Completeness, Negativity/Negatives, and Positivity/Positives. Journalism education and training emphasize the importance of these news values to increase the value of the news story.

How do the news outlet's political or social leanings affect their reporting? For example, in North Korea, the state-owned media outlets can only publish controversial or negative news. In North Korea, the state-owned media outlets can only publish controversial or negative news. Journalists are unable to publish the information whatever they want. Print journalism is one of the primary forms of journalism in mass media, and online journalism. It has different forms of journalism: art journalism, investigative journalism, sports journalism, and yellow journalism. The journalists focus on news value to collect and publish news through newspapers. The news value in journalism has become crucial in justifying the importance of the news leads and story. News Values in JournalismThe 12 News Values in Journalism are:ProximityPersonal influenceControversySuitabilityImpactBizarreHuman InterestTimelinessProgressGenuine/CompletenessNegativity.Negativity1. ProximityNews ValueProximity refers to the area of the event where the incident takes place. It also indicates the location of the news event. Proximity is one of the significant news values in journalism. The news event's proximity or location affects the news's value. The closer the place is, the more interested you are in reading the information. The readers feel more excited to read the news if it occurs near them. So, proximity positively affects newsworthiness; hence, it is a significant element. Proximity News ExampleFor example, "Water pollution problem in Johor Bahru."Another example of the news value of proximity: "Local Charity Provides Thanksgiving Meals to Families in Need" in the heart of our community, a local charity, "Hope for All," organized a Thanksgiving meal distribution event yesterday, bringing warmth and nourishment to families facing hardship this holiday season. Located just blocks away from our neighborhood, the charity's volunteers gathered at the community center to assemble and distribute hundreds of turkey dinners. The food was prepared by local chefs and donated by nearby businesses. The event drew a large crowd of grateful recipients, many of whom expressed their appreciation for the community's support. The charity's efforts have made a significant difference in the lives of those in need, and we look forward to seeing similar initiatives continue throughout the year. This sense of connection and solidarity within the community.2. ControversyNews ValueControversy means a conflicting news story that adds newsworthiness. It is also known as disagreement of the news event; the more controversial the news, the more critical the report to the readers. Controversy attracts the audiences to read the information, which adds sensation to the news story. People are always eager to identify the truth behind the conflict. So, controversy is another crucial news value in journalism or an element of newsworthiness. For example, the BJP minister says that the Taj Mahal was a Shiva temple long ago. Malaysia Airlines flight MH370: explaining media controversy3. Personal InfluenceNews ValuePersonal influence refers to the prominence of the person to newsworthiness. A famous person always plays a significant role in increasing the news value. Therefore, the media covers well-known people's news, including politicians, sportspeople, and celebrities. The audiences feel a close connection with their idol people. For example, the followers of Lionel Messi, also a famous football player, will read any news related to Messi. The widest of the personal prominence, the most valuable news. The person can be an athlete, artist, politician, or social worker. For Example, Profile Feature Article: The Amazing Life of Paul McCartneyA. Suitability News ValueSuitability denotes the involvement of the public in the topic. The news story is more newsworthy if more people are involved with the issue. It is also known as the much-talked issue in the country. The more people involved, the more valuable the news in journalism. For example, around 30,000 University of Putra Malaysia students have registered for vaccines.Also, "Many were killed in the crash, 1 million youths gathered in Putrajaya."5. Impact News ValueImpact refers to the physical influence of news writing on a large audience. The impact affects the value of news significantly to attract audiences. The more people engaged in the news, add more critical the topic. For example, price hiking has been observed in various sectors, such as transportation, housing, and food prices. The rising costs have caused financial strain on many households, leading to widespread protests and demands for government intervention. The impact of inflation is felt across all levels of society, affecting the purchasing power of citizens and the overall economic stability of the country. The government faces the challenge of balancing budget constraints while addressing the needs of its citizens, making this a highly sensitive and impactful issue.6. Bizzare/Bizarre News ValueBizzare means strange; naturally, people like to read, watch, and talk about weird issues. Therefore, journalists publish strange events to attract audiences. It added value to the news and boosted circulation. For Example, "Africa's Real-Life Mowgli Lives to Live Amid Trees."7. Human-Interest News ValueHuman-interest news stories get attention from a massive number of people automatically. It includes the much-talked event and issues of the country. International topics have also become human-interest stories due to globalization. For example, during the FIFA World Cup, people worldwide talk about Football everywhere. So, journalists carefully pick a story topic to get more viewers. For example, "UEFA Euro Cup 2024 final date and match fixture."8. Timeliness (Fast News) News ValueTimeliness in journalism means providing information to the audience quickly. The quicker the news is published, the more important getting to the audience. Journalists want to publish news as soon as possible to increase the corporate reputation of the media outlet. The audience gives more importance to the mass media outlet disseminating the news first.Timeliness is an occasion that enhances the value of news. People do not like to read the same news repeatedly; therefore, news outlets show interest in disseminating information as soon as possible. It is related to current and ongoing events. For example, many newspapers publish news regarding Olympic issues when the event continues. Newspapers will not be interested in disseminating information about the Olympic games when the event ends. For example, in May 2021, many passengers were injured due to the LRT crash. Many news outlets cover the news to get the audience's attention. However, people give more importance to newspapers that publish the news quickly. For example, "Malaysia's Fast Train: Train was hit in wrong direction, critically injured 9. Progress News ValueProgress news in journalism refers to the dissemination update of the news or events. Journalists focus on fast news to attract the audience. It adds massive significance to attract the audience. The progress news is delivered through press conferences and some other ways. For example, the COVID-19 affected patients through press conferences. So, it is an example of a progress news.10. Genuine/Genius News ValueGenuine/Genius news means an authentic story collected from a trustworthy source. People always want to know the facts of the news. The audience determines the authenticity of the news through the genuine witness and trustworthy source of the news. For example, according to the WHO, 192 million people have been affected by the coronavirus, and 4.13 people have died. Most people will believe this news as the World Health Organization (WHO) disseminates the information via press conferences.11. Completeness News ValueCompleteness news includes 5Ws and 1 H news writing methods. The five Ws and one H report writing rules indicate the who, what, when, where, why, and how. A journalist should find all these questions' answers to make the report comprehensive for the audience. People do not like incomplete news and ambiguous information. Therefore, reporters must focus on the inverted pyramid news-writing formula to produce complete news. 5W and 1 H reporting strategies to make the report more attractive and accepted by the readers.In conclusion, every reporter needs to follow these four significant elements to make the news more attractive to the audience.12. NegativenessNegative news spreads faster than positive. People discuss and share adverse events more than ordinary news. Negative news occurs for a short-term period than positive news. Netizens share this type of news on social media excessively. Therefore, negative news goes viral quickly. Online newspapers disseminate negative news and social media are a common source of them. The easy accessibility of social media and the viral nature of negative news contribute to its rapid spread. While positive news often fades into the background, negative news tends to dominate headlines and social media feeds, influencing public opinion and emotional responses. This phenomenon highlights the need for responsible journalism that provides a balanced view of events, ensuring that both good and bad news are given equal weight and visibility.13. Positivity/Positive News ValuePositivity/Positive news includes news stories that bring joy, hope, and inspiration to the audience. These stories often focus on acts of kindness, community service, and personal achievements. They provide a counterbalance to the often-negative news cycle and can have a powerful impact on uplifting spirits and fostering a sense of optimism. Examples include stories about local heroes, charitable initiatives, and breakthroughs in science or technology.14. Controversy/Controversial News ValueControversy/Controversial news involves stories that spark debate, discussion, and sometimes conflict. These stories often touch upon sensitive topics, ethical dilemmas, or areas where there is a lack of consensus. They engage the audience by presenting multiple perspectives and encouraging critical thinking. Examples include stories about political scandals, environmental debates, and cultural controversies.15. Mystery/Mystery News ValueMystery/Mystery news consists of stories that pique curiosity and draw the audience in through suspense and intrigue. These stories often involve unsolved crimes, disappearances, or enigmatic events. They keep the audience hooked as they seek to uncover the hidden truths and solve the puzzles presented. Examples include true crime documentaries, mystery novels, and reports on unidentified flying objects (UFOs).16. Local/Local News ValueLocal/Local news focuses on events and issues specific to a particular geographic area, such as a city, town, or region. These stories are highly relevant to the local community and provide insights into the daily lives, challenges, and successes of the residents. Local news helps build a sense of community and allows individuals to stay informed about matters that directly affect them. Examples include reports on local elections, school closures, and community events.

The following table lists the 12 news values in journalism, along with their definitions and examples:

News Value	Definition	Example
Proximity	Refers to the area of the event where the incident takes place. It also indicates the location of the news event.	"Water pollution problem in Johor Bahru."
Personal Influence	Refers to the prominence of the person to newsworthiness. A famous person always plays a significant role in increasing the news value.	The widest of the personal prominence, the most valuable news. The person can be an athlete, artist, politician, or social worker.
Suitability	Denotes the involvement of the public in the topic. The news story is more newsworthy if more people are involved with the issue.	"Many were killed in the crash, 1 million youths gathered in Putrajaya."
Impact	Refers to the physical influence of news writing on a large audience. The impact affects the value of news significantly to attract audiences.	"Price hiking has been observed in various sectors, such as transportation, housing, and food prices."
Bizarre/Bizarre	Means strange; naturally, people like to read, watch, and talk about weird issues. Therefore, journalists publish strange events to attract audiences.	"Africa's Real-Life Mowgli Lives to Live Amid Trees."
Human-Interest	News stories get attention from a massive number of people automatically. It includes the much-talked event and issues of the country.	During the FIFA World Cup, people worldwide talk about Football everywhere.
Timeliness	In journalism, it means providing information to the audience quickly. The quicker the news is published, the more important getting to the audience.	Journalists want to publish news as soon as possible to increase the corporate reputation of the media outlet.
Genuine/Genius	News means an authentic story collected from a trustworthy source. People always want to know the facts of the news.	According to the WHO, 192 million people have been affected by the coronavirus, and 4.13 people have died.
Completeness	News includes 5Ws and 1 H news writing methods. The five Ws and one H report writing rules indicate the who, what, when, where, why, and how.	A journalist should find all these questions' answers to make the report comprehensive for the audience.
Negativity/Negatives	Negative news spreads faster than positive. People discuss and share adverse events more than ordinary news.	Negative news occurs for a short-term period than positive news.
Positivity/Positives	Positivity/Positive news includes news stories that bring joy, hope, and inspiration to the audience.	These stories often focus on acts of kindness, community service, and personal achievements.
Controversy	Controversy/Controversial news involves stories that spark debate, discussion, and sometimes conflict.	These stories often touch upon sensitive topics, ethical dilemmas, or areas where there is a lack of consensus.
Mystery	Mystery/Mystery news consists of stories that pique curiosity and draw the audience in through suspense and intrigue.	These stories often involve unsolved crimes, disappearances, or enigmatic events.
Local	Local/Local news focuses on events and issues specific to a particular geographic area, such as a city, town, or region.	These stories are highly relevant to the local community and provide insights into the daily lives, challenges, and successes of the residents.

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Local</		

Journalism21 Types of Print JournalismThe 21 types of print journalism are advocacy journalism, agriculture journalism, arts journalism, celebrity journalism, economic journalism, education journalism, feature journalism, freelance journalism, opinion journalism, investigative journalism, lifestyle journalism, photojournalism, political journalism, sports journalism, tabloid journalism, comics journalism, and watchdog journalism. The author does not acknowledge yellow journalism as a part of journalism because it is the malpractice of journalism. 1. Advocacy JournalismAdvocacy journalism is the process of reporting news from a non-objective viewpoint. It refers to a common type of journalism that combines reporting with a social or political viewpoint. The reports are generated by advocacy journalists dealing with social events, corruption, and corporate and government policy. This report appears as a potential jolt for the audience. Somewhat it is another type of investigative journalism. Advocacy journalists practice journalism from an ideological viewpoint to support the nation and society.For example, "Vaccination better way to combat COVID-19 than lockdown."2. Agriculture JournalismAgriculture journalism is a genre in which the journalist collects agriculture-related data and processes them to publish as informative information through mass media. It compares the traditional and new ways of cultivation. It also includes the challenges of the agriculture sector of the country.For example, "Canadian farmers produce organic vegetables."3. Arts JournalismArt journalism refers to the common type of journalism in which journalists analyze and report arts events such as theatre, architecture, movies, drama, visual illustration, music, and so more. It discusses traditional events of the community, society, country, and sub-continent areas. Art journalists focus on artistic features.For example, "New art hub for Bournemouth."4. Celebrity JournalismCelebrity journalism is the category of journalism that covers events related to celebrities such as sportspeople, royal family people, singers, T.V. stars, and opera stars.For example, "Jennifer Lopez Goes From Business to Pleasure in Two Dramatically Different Looks."5. Crime JournalismCrime journalism refers to covering sensational news stories related to offensive incidents in society. It is mainly associated with wrongdoing issues related to police, victims, and criminals. It is also part of objective and investigative journalism. Crime journalism is also known as crime news reporting; sometimes, it includes taking the interview of the crime stories. The journalist keeps a good relationship with the police, lawyer, and admin officer to get the news quickly. Crime events are crucial issues that add news value in journalism; therefore, journalists are interested in reporting those events. For example, "Haiti President Jovenel Moise killed."6. Defense JournalismDefense journalism refers to specialized journalism covering events related to the Army and Navy. It is an exceptional type of journalism that builds the relationship between the media and the military. Defense journalist gets special training to report war news from the spot. Usually, journalists write articles and generate content regarding military events and information to entertain soldiers. Defense journalists should know military history, rules and regulations, languages, and international relations.For example, "the U.S. troops return from Afghanistan."7. Economic JournalismEconomic journalism is a significant type of journalism that covers the country's financial issues, events, systems, and policies. It also includes an analytical report and comparative analysis of the financial state of the country. The reporters must have good knowledge of the economy in the country to report these types of news. The businessmen are the fundamental readers of this column. The journalists collect information by interviewing the finance manager, owner, investor, and company employee.For example, "Lockdown hit the economy during the Eid ul Adha Festival."8. Editorial JournalismEditorial journalism refers to a genre of journalism where the chief editor expresses the opinion logically and ethically. In this respect, journalists play an important role in shaping public opinion by providing rational arguments. Although it is similar to opinion journalism, it is fixed only for editors to provide logical opinions. The editorial contents must include the news leads, body, and summary.For example, "Effectiveness of the movement control order in Malaysia." 9. Education JournalismEducation journalism deals with covering any news related to the Department of Education. It includes news related to the development of the education system. On the other hand, it also shows the discrimination that occurred in the education sector. The prime focus of the education journalist is to raise social awareness among students to get their rights properly. The educators and students are the main readers of this column. Additionally, students, teachers, and researchers become education journalists.For example, "Education Ministry advises conducting online classes until 2022 in Malaysia."10. Environment JournalismEnvironment journalism is reporting environmental issues, such as natural disasters, climate change, and global warming. Disaster journalism is one of the types of environment journalism because it includes news related to natural calamities and disaster management. Environment news covers natural conditions and calamities such as water layers, deforestation, global warming, floods, etc. It also includes the casualties and infrastructural damages. The reporters need to ensure safety while covering the news from the spot. It represents the victim's wound that affects people's emotions. The report also shows how the international and national disaster management authority plays its role in rescuing the people from the affected areas.For example, "Cyclone hits Bangladesh and death toll rises to 200".11. Feature JournalismFeature journalism means producing and publishing non-fiction articles dealing with events, issues, and trends. The aim of feature articles is not only to entertain but also to educate people. Feature journalism is also known as news feature article writing. The most common news feature articles are Personality Features, How-To Feature, Reviews Feature, Travelogue Features Article, Sports Features, and Obituary Features. Travel journalism includes travel articles and travelogue features.For example, "3 idiots Film Review."Sports Feature Journalism in Print Media12. Freelance JournalismFreelance journalism is the process of generating informative content and selling them to media organizations. It is one kind of contract work; journalists complete newspapers, magazines, and commercial organizations. The content might be related to fashion, sports, products, and environments. Nowadays, many freelance journalists work to promote commercial products. Additionally, some of them are involved in investigative journalism.For example, "How to earn money from Facebook."13. Opinion JournalismOpinion journalism means publishing an author's opinion regarding an issue. The author has good academic and or practical knowledge of the subjects. The content is a piece of article that is intended to clarify the issues elaborately.For example, "The Importance of artificial intelligence in digital business."14. Investigative JournalismInvestigative journalism refers to a genre of journalism in which the journalist investigates a single case of interest, such as discrimination, corruption, wrongdoing, and critical crimes. An investigative journalist might spend a week, month, and year analyzing and reporting the news. They scrutinize the information thoroughly to identify the actual people behind the crimes or occurrences.For example, "September 11 attract: who and why."15. Lifestyle JournalismLifestyle journalism is the process of reporting events related to people's lifestyles such as food, travel, cooking, eating habits, yoga, home decoration, gardening, leisure, hobby, music, fashion, etc. It is one of the favorite types of journalism for the young generation. Lifestyle journalism has become more popular in recent decades. It provides tips and tricks for leading a life with happiness and avoiding common problems relevant to lifestyle. For example, "Vogue brings new fashion at shop in 2021."16. PhotojournalismPhotojournalism is a specific form of journalism that describes an event, issue, conflict, or story. A proverb says that a photo conveys more information than a thousand words. Photojournalism is a significant process of conveying emotions and stories via photos. It is an essential element of print journalism.The most common types of photojournalism are spot news, general news, personality, illustration, pictorial photojournalism, and so more.Illustration Photojournalism in Print Media 17. Political JournalismPolitical journalism is a form of journalism in which journalists publish political news. The political news can be local or international. It presents deep information regarding democracy, royal families, elections, dictatorship, and so more. Political journalism reveals critical information about civil government how they rule the country. It also talks about the regional and international political powers. Political journalists should have greater knowledge of political science and the principle of democracy.For example, "Political crisis in Myanmar."18. Sports JournalismSports journalism covers the story related to a sports event and sportsperson. It enriches the newspaper by providing national and international sports events. The young generations are the primary readers of sports news due to having much interest in the sport. Sports photojournalism is a powerful element of sports news reporting. There are mainly two types of sports journalism: sports action and sports feature journalism. In this regard, the journalists understand the specific sport clearly and have practical communication skills to cover the story. Also, journalists must ensure safety and security while covering spot sports news. For example, "Rio to allow fans for Brazil-Argentina final of Copa America."19. Tabloid journalismTabloid journalism is a different style of journalism in that journalism disseminates spectacular events via the small size of newspapers. The news is published in compact page format papers. It emphasizes sensational topics such as crime, corruption, celebrity gossip, and viral news on social media. Tabloid journalism is also known as rag publications.For example, "Lionel Messi join P.S.G."20. Watchdog JournalismWatchdog journalism is another form of investigative journalism in which journalists ensure the authenticity of the news by interviewing responsible people. It is the process of monitoring the government's actions and increasing the accountability of the news. Watchdog journalism has become the principle of the press media. It enforces the government official and authority to fulfill public interests as per responsibility. The watchdog journalists scrutinize the people in power to reveal the facts. Watchdog journalism works to inform people rather than entertain them. For example, "Washington Post's coverage of Watergate scandal."21. Comics JournalismComics journalism means graphic journalism in which journalists publish non-fiction events. The journalist draws a funny skeleton combined with pictures and words to convey a meaningful message and information to the audience. Therefore, the journalists are known as cartoonists or editorial cartoonists. It is also known as cartoon journalism. However, nowadays, journalist adopts technology such as computers and mobile to create visual graphics.For example, "KAL's cartoon."Comics Journalism Illegal Yellow JournalismYellow journalism is a distinguished form that focuses on increasing circulation rather than news authenticity. It is a process of luring audiences setting eye-catching headlines that are not very relevant to the body content. Yellow journalism is a popular term in the American press; it is also known as yellow press. Journalists focus on exaggerating the news instead of identifying authentic news. The contents have not come from research and investigation. Journalist practices yellow journalism intentionally without following the code of conduct in journalism; therefore, it is unethical—people term yellow journalism as the negative role of journalists. Yellow Journalism and Journalist- Fake JournalismFor example, "Spanish American War."2. Broadcast JournalismBroadcast journalism is a process of reporting news and information through TV and Radio. Therefore, it includes T.V. and Radio Journalism. T.V. journalism is a special type of journalism that disseminates visual information via Television. It is a process of filming moments, and editing them to publish via television. Sometimes, T.V. journalists interview political, business people, or celebrities on-scene footage.Types of Broadcast JournalismTV News ReporterTV News PresenterInInterview Journalism3. Digital JournalismDigital journalism means collecting, generating, and publishing via digital platforms such as websites, blogs, and social media sites. It is also known as online journalism which includes citizen journalism. Citizen journalists gather the information and publish it through digital networking sites such as websites, blogs, and social media. So, citizen journalism is one of the types of online journalism.Types of Digital JournalismDigital journalism involves collecting and publishing information via digital platforms such as blogs, Facebook, Twitter, Instagram, and LinkedIn. The citizens are involved in collecting, processing, and reporting the news. They generate content to convey messages to society and the community. However, digital journalism has both adverse and positive consequences on society. Sometimes, people spread fake and fabricated information to the country via citizen journalism. Nowadays, many people collect, process, and publish news on social media, including Facebook, Instagram, Twitter, etc. The netizen generates and posts informative content on social media to create social awareness. There are many examples of digital journalism; however, the most common examples are Citizen journalism, YouTube journalism, Blogging, and Commenting.For example, Arab Spring and Rebuilding HaitiThe Three Examples of Digital Journalism are: Citizen JournalismYouTube JournalismBloggingCitation For This Article (APA 7th Edition)Kobruzzaman, M. M. (2024). Types of Journalism. Different Types of Journalism- Print, Broadcast & Digital. Newsmoor- Educational Website For Online Learning. By Dr. I. Arul Aram (arulram@yahoo.com) A lead (or an intro) is the beginning paragraph for a story. It is the hardest part to write as it sets the tone and introduces the reader to the rest of the story. A good lead paints a vivid picture of the story with a few words. Not many reporters can produce sharp, original leads. Writers of little talent and scant judgment lead their leads with official sources, official titles, official phrases, even official quotes, and produce long-winding, cumbersome and dull leads. If the lead is not effective, the reader may skip the story. It should be appropriate for the story. The lead must be accurate, short and crisp. The lead should reflect the mood of the story. A routine lead is a short summary of an event. But if the story is interesting, a wide varieties of lead can be tried out. This chapter cites several examples from The Professional Journalist and The AP Writing Handbook. Suppose a crowd has collected about a wrecked automobile at a street corner outside a park. A passerby stops and taps a truck driver on the arm. `` Hey, Mac. What happened? `` ``Two kids got killed. Car jumped the curb." The truck driver here has done the same job of a reporter in summarising a news event. But a traditional reporter would write like this: Police Chief J.W. Carmichael announced today that two children were killed outside Prospect Park, at Jackson Ave. and 16th St., N.W., when a ``recklessly driven" automobile jumped the curb near where they were playing at 2 p.m. and ran them down. This 40-word horror could have been avoided by eliminating the name of the police chief, a partial quotation and overloading the lead with too many information. Such routine events and spot events are normally written in straight or summary leads. Straight lead (or Summary lead) A good lead incorporates the inverted pyramid style with the most important facts first. It tells readers what they want to know in a creative manner. If the reader only read the lead, he or she would have a solid grasp of the story. The above accident report can be written in a straight lead. Journalists often resort to summary leads pressed for time. Two children at play were killed today when a sports car jumped the curb outside Prospect Park and ran them down. Twelve in the group were injured. Police Chief J.W. Carmichael attributed the tragedy to reckless driving. The driver, slightly injured, was. . . Compared to news reports, magazines and newspaper features have a great scope for varied leads which appeal to the reader. A capable journalist can always use a variety of leads when situations permit. We shall discuss different types of leads. Punch lead is a variation of summary lead. Here attention is attracted by concentrating with a brief, to-the-point lead sentence and developing details later in the story. An attractive 35-year-old woman executive was arrested today on charges of being the "queen" ruling a multi-million-dollar narcotics ring. Unfolding a bizarre story, police said. . . Cartridge lead is another variation of summary lead. This lead is brief and contains one single news incident, to be expanded later in the story. Its impact makes it a lead to reserve for important stories. President Kennedy was slain by an assassin today in a burst of gunfire in downtown Dallas.(UPI, Nov. 22, 1963) Besides being a straight lead, this lead brings in action and colour, and makes the lead on a spot story fast moving. Not always a lead has to a straight lead. Despite its usefulness, the inverted pyramid lead is not suitable or desirable for all news situations. Descriptive lead A descriptive lead describes how an event happened rather than simply telling what the event is about. BRIGHTON, England (UPI) -- Mrs. Pamela Brandsen slowly counted five, snapped into a hypnotic trance, and gave birth to an eight-pound baby. It was as easy as that. Today she relaxed at her home here, delighted that she has become Britain's first self-hypnosis mother. Eyewitness accounts can provide the background for writing lucid descriptions which help the reader to visualise a news situation. An ominous silence, broken only by the call of a faraway bird, hung over the battle-scarred hills when suddenly an explosion followed by the yells of charging troops smashed the stillness. The loyalist offensive, launched to clear roving guerrillas from the area, was under way. . . . Quotation lead Quotes frequently are the essential documentation for a lead and should be used immediately after a paraphrase that summarises them. Here paraphrasing the verbatim quotation permits the removal of unnecessary words. But if a verbatim quotation itself is very important or interesting, it can be the lead itself. This lead would add an element of interest such as drama, pathos, humour, astonishment, or some other factor that will reach out to the reader. The brief statement by U.S. President Johnson in 1968 that he would not be a candidate for reelection was widely used as a lead. Here, however, is a quote lead that takes a lot of explaining. ``I was furious that that disreputable young man had the audacity to sit in my antique rosewood chair." That's how tiny, 82-year-old Louise Freeland today described her brush with a gun-toting escaped convict whom she talked into surrendering to Sheriff's officers. Here goes a report on the increase in juvenile crime: "I'd like to jail parents themselves who are so lax their kids are boosting the crime rate!" This statement came from Juvenile Court Judge Warren Jones, in releasing a report on the rapid rise in juvenile crime rate in this city. When a fellow engineering student was murdered by John David in his hostel room in a ragging rage, the lead for a follow-up story was a Biblical quotation found on the door of the culprit. "Peace unto those who enter here." These are the words seen on the door of John David's room. The irony is that David gave eternal peace to Navukarasu, a fresher. When Neil Armstrong landed on the moon, most newspapers led with the first words he spoke: "A small step for man, but a giant leap for mankind." Question lead Many editors dislike question lead on the basis that people read newspapers to get answers, and not to be asked questions. But if the question is provocative, it may be used as a lead. What is the first thing that a woman buys when she is advised that she won \$2,50,000 in a jingle contest? Mrs. Jane Roe, informed by XYZ Soaps that her entry took top prize in the nationwide contest, said that she will buy a rhyming dictionary that. . . . Personal lead It involves the use of the first person singular in the lead. Normally such a use is discouraged except for a columnist or such privileged writers. (By Reg Murphy, while editor of the Atlanta Constitution, after being released by a kidnapper) When the tall, heavy, garishly dressed stranger appeared at the door, it was clear this was trouble. He said, ``I'm Lamont Woods," in a Southern accent quickened by exposure to speech patterns elsewhere. I let him into my living room for a moment but hustled him out quickly because of the anxiety within him. My wife, Virginia, stayed out of sight but went to the window as we left and noted that he was driving a dark green Ford Torino. She tried for the licence plate but couldn't see it. And so I went driving into the Wednesday dusk with a man we both knew was trouble. Neither of us guessed then that it would amount to 49 hours of terror at the hands of a kidnapper telling a bizarre political tale and demanding \$7,00,000 ransom. . . . 'You' lead (or Direct Address lead) The 'You' lead is intended to make a personal appeal to the reader involved in a complicated situation. The second-person approach reaches out to involve the reader and capture his/her attention. Here is an example, fairly typical of a trend toward consumerism in the news: WASHINGTON (UPI) -- If you are one of 30 million Americans working for a company with a private pension plan, Congress has given you a new bill of rights. It is the Employment Retirement Income Security Act and it promises that if you have worked long enough to earn a pension, you will receive one at retirement age. Nothing -- including bankruptcy, plant closings, dismissal or resignation -- can stand in the way. Let us look at one more example: Ski fans, here's your opportunity! The recent storm deposited five inches of powder snow on Pleasure Mountain and the public ski lift is being operated. . . . Contrast lead To vary monotony, a saga can be split into two sentences -- the first of which refers to the humble beginning and the second to the hero's latest triumph. When Van Cliburn, the pianist, returned from a musical triumph in Moscow, one reporter wrote: Harvey Lavan (Van) Cliburn Jr. of Kilgore, Tex., came home from Russia today with 17 pieces of luggage. They bespoke his triumph as pianist in Moscow. He had three when he went over. Here goes another example: Richard Roe, who started 47 years ago as a \$10-a-week janitor for Consolidated Corporation, today took office as the firm's \$2,63,000-a-year chairman and chief executive officer. Delayed lead (or suspended interest lead) A situation can be exploited in an interesting way so that an ordinary item stands out. The reporter delves in several paragraphs to find out what had happened. The reader must get the story by reading to the end of the story. Dwight David Eisenhower once said he would rather win the Medal of Honour than be president. Dwight Harold Johnson -- who was named for Dwight Eisenhower -- said once to a friend that ``winning the medal has changed my life so much I don't know if I'll ever get my head straight again. But I know this. Nobody's hero forever." Friday, April 30, in the drizzle of a Detroit dawn, Dwight Johnson died but not as a hero. He died in the emergency room of a Detroit hospital with three bullet wounds in his side and one in his head. He was shot, according to police, by a store owner he had tried to rob. Here goes another example: Bill Turner, 8, received a red coaster wagon for Christmas and it led to problems. This morning, while leaving for school, he noticed that it was missing from his front yard. Two hours later his mother, Mrs. John Turner, received a call from school officials asking why Bill was absent. Shocked and fearing that his son was hurt, she called police, who contacted hospitals and searched the banks of the Red River. They prepared to drag the waters. At that moment, they say a boy pulling a red wagon through a nearby field. Bill explained to his mother and police that a friend told him other boys had taken the wagon to a field two miles from his house. He planned to get it on his way to school. The youngster said he went to the wrong field and lost track of time because he was so intent on finding the wagon. Blind identification lead If the person concerned is not well known in the community, his/her name is less important than other salient facts that identify the person, eg. "a 80-year-old woman" instead of her name. A police inspector's son was attacked with a knife by some miscreants on Mount Road this evening. The victim Pratap Daniel, 20, has been admitted to a private hospital and his condition is critical. Anecdotal lead The anecdotal lead is used when the anecdote is bright and applicable and not too wasteful of space. It brings the reader quickly into a news situation that should not attract his attention if it were routinely written. Here is one that began a series on divorce in the U.S. David and Kay Craig's two-year-old marriage is a second one for both and their story is one that is being repeated with increasing frequency across the country. Each was married for the first time at 18. David's marriage lasted through five years and two children. Kay's first marriage ended in divorce after a year and eight months. The Craigs (not their real name) are among the 13 million Americans who, according to the Census Bureau, at one time or another have been through a divorce. More than four million Americans currently list their marital status as divorced. The rate of divorces in this country has been and still is steadily increasing. Gag (or funny) lead A journalist who writes a funny story put up the saddest face in a newsroom. Journalistic humour requires the skilled and practice. Here is how an AP reporter wrote when a woman broke her leg trying to climb out of a locked London public toilet: LONDON -- What's a lady do when trapped in a loo? Literary allusion lead Paralleling the construction of a nursery rhyme or part of a well-known literary creation can add to variety. Mary had a little camera, and everywhere that Mary went the camera was sure to go. Mary Richards' perseverance in carrying her camera on every trip with her anthropologist husband has resulted in the publication of her first book, a collection of photographs of natives in seldom-visited areas of South America. Reference Hohenberg, John. The Professional Journalist. New Delhi: Oxford, 1978. Writing for the AP: The Second AP Writing Handbook. The Associated Press, New York, 1959, p. 4. journalism online