

Types of journalism leads



Summary Lead Straight to the point and factual; quick summary in few words. **Single-item Lead** Focuses on one or two elements of a summary lead for a bigger punch. **Delayed Identification Lead** Type of summary lead where you don't want to clearly identify the subject or the who right away but use a specific pronoun in the first paragraph. You add the details in a later paragraph. **Creative Lead** A more creative summary lead that can involve a hook. **Short Sentenced Lead** Uses one word or short phrase to tease the reader to continue reading. **Analogy Lead** This lead makes a comparison between an issue or event you're writing about and something more familiar to the average reader. **Wordplay Lead** Uses a clever turn of phrase, name, or word (ect). **Scenic Lead** Describes the scene surrounding an event.

Storytelling Lead Using a narrative style, begin by introducing the main characters, the conflict, and perhaps the setting of the story. Make readers feel the drama and want to know what's going to happen next. **Amazing Fact Lead** Open up the first paragraph with an amazing fact that will grab the reader's interest. **Startling Statement Lead** Open with a startling statement that arouses reader interest. **Opposite Lead** Cite first one point of view then give an opposite point of view. **List Lead** Sometimes instead of focusing on just one person, place or thing, you want to impress the reader with a longer list.

ONTYPES OF JOURNALISM LEADS SPECIFICALLY FOR YOUFOR ONLY\$13.

90/PAGEOrder Now