

# Newspaper writing

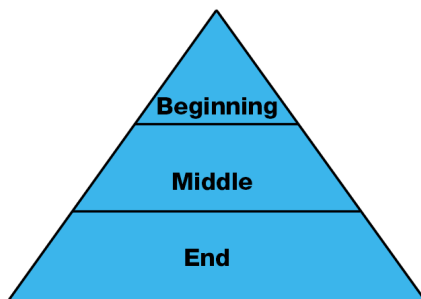
## The Five Ws of journalism

In a news report, the opening paragraph or sentences are the most important in establishing a summary of the whole story, encouraging the reader to find out more. In this way they differ from narrative stories, which tend to start by introducing the setting and characters, developing a chronology of events until the end, when the outcome is revealed. The opening paragraph of a news report usually answers the following questions, which are termed the five Ws of journalism. These are:

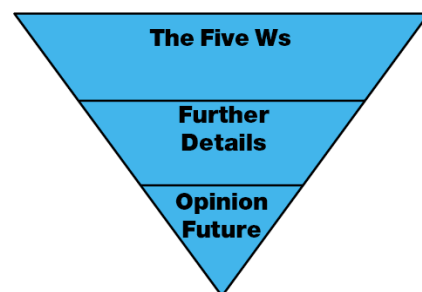
- **What** happened?
- **Who** is the story about?
- **Why** did it happen?
- **Where** did the story happen?
- **When** did the story take place?

Journalism tends to reverse narrative writing (inverted pyramid). It is top heavy with information. This is because most readers skim the news and read just two or three paragraphs unless they are interested. Also, news stories are cut from the bottom if too long so it is important that the key information is established at the beginning.

**The traditional story**



**Writing a news report**



## Delayed drop

One type of introduction in journalistic writing that does not follow the five Ws rule is the delayed drop. In this type of writing the substance of the story is deliberately kept from the reader to create a feeling of suspense. It can be used in atmospheric stories in which the effect depends on how the facts are presented, in human interest stories where a profile of a person is being built up, or in humorous ones. The delayed drop is used a lot in feature writing.

## Feature writing

Features tend to be subjective and reflective articles in newspapers. They contain material such as comment, in-depth analysis of people and events, opinion, advice or assessment. A lot of feature articles tend to be placed in pre-selected parts of the paper, such as the analysis and leader pages or in separate supplements or magazines, such as the Guardian's G2, themed supplements and Weekend magazine and the Observer's Review and magazine.