Lecture # 7

**News Gathering**

**Intro/Lead**

Lead distinguishes news from other forms of literature. Usually lead refers to

the first paragraph of he news in which 5 w’s and 1h are to be declared

Characteristics of Intro/Lead

**Succinct (Brief)**

Being brief, simple, plain, and concise, a lead is usually of about 25 words or

at most 35 words by one sentence.

**Informative**

A lead should tells of the essence of the news within the fewest words.

**Intriguing (fascinating, Intersting)**

Try to attract the readers‟ interest through its wording. Now try to compare

**types of lead**

**Summary lead or roundup lead**

 It brings the central issue of discussions at 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.

BARCELONA——China‟s woman swimmer Zhuang Yong took the first swimming title of the 25th Olympic Games by winning the women‟s 100 metre freestyle in 54.64 seconds here yesterday.

**Main fact lead** Sixteen-year-old Li Hongmei has become China‟s most successful heart transplant patient.

**Descriptive lead**

A descriptive lead describes how an event happened rather than simply telling what the event is about. Writer try to paint the event/place/person through words. This lead can help in creating mood of the story

Old women sit stoically on cots, and portly men sweat in the heat, oblivious to the youngsters at play around them. This camp for Bosnian refugees is in Vienna, but it could be almost anywhere in central Europe.

**Direct address lead or personal lead**

This lead directly speaks to the reader. It addresses the reader directly as „you‟. It enhances the interest of the reader as it directly talk with them

This is my first dispatch from China in 22 years. The news I have to report would have been incredible only a few weeks ago——Americans are welcome in the People‟s Republic.

If you live another 50 years, you will probably be a millionaire. However, a loaf of bread will cost $ 37, a car $ 280,000 and a home $ 3.4 million.

**Suspense lead**

This lead work as a stimulators of interest among readers. After the lead, story runs in chronological order, so reader has to read the whole story to get the climax. The reader must get the story by reading to the end of the story

Two weeks ago Sue Macrady bought a stack of guidebooks to national parks, planning a cross-country trip she and her husband were to begin today. Tao days later she bought a coffin.

**Question lead**

Use when story has direct relevance or public interest to reader. Many editors dislike question lead on the basis that people read newspapers to get answers, and not to be asked questions if the question is provocative, it may be used as a lead.

Example: What is the first thing that a woman buys when she is advised that she won $2,50,000 in a jingle contest?

**Statement or Direct Quotation**

This lead can be extremely effective if quote is good and important. Then, paragraphs is used to explain the quote. This is lead is generally used in speech reporting

.Example: “I will start looking for a secular state in India from Kashmir to Kerala , Modi”

**Contrast lead**

Grabbing reader‟s attention by comparing extremes- the big with little, comedy with tragedy, old age with youth, past with the present and so on

.Examples “While nine survivors of the Nanjing plane crash last Friday have recovered sufficiently to be out of danger, six others who survived initially died to raise the death to 106”