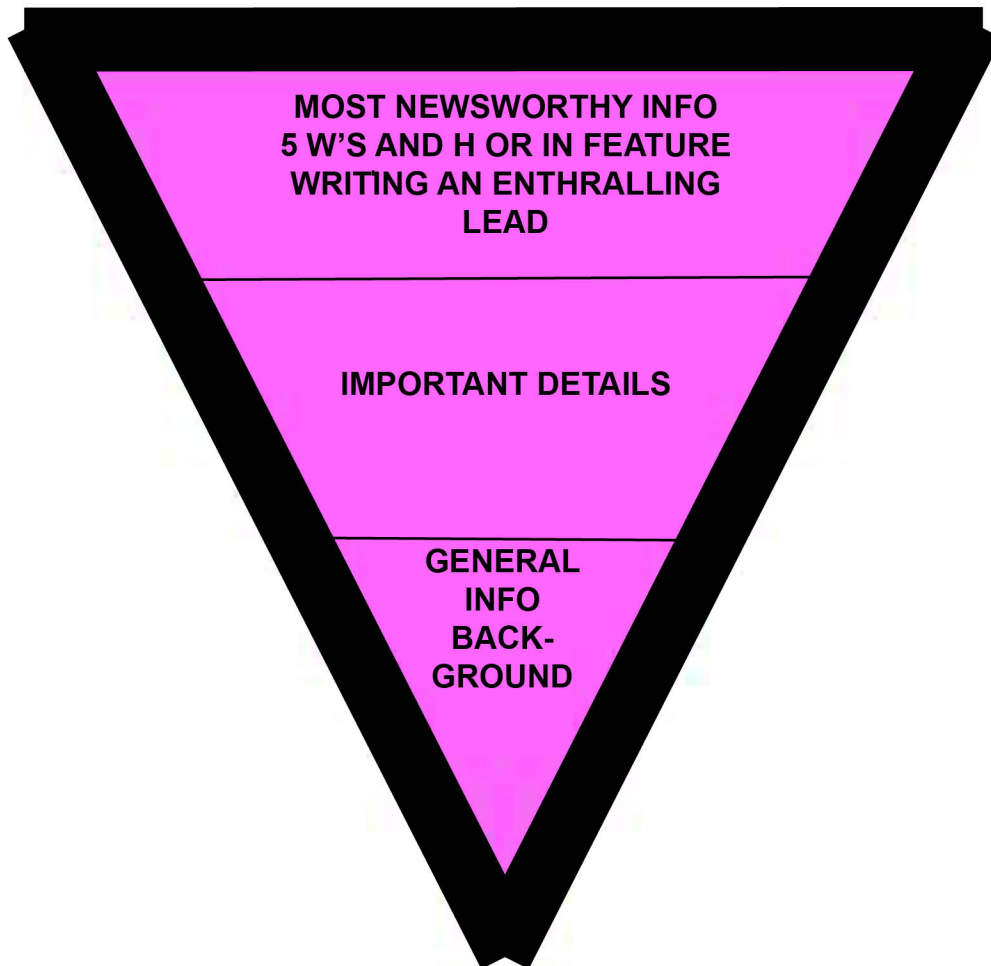


## **THE INVERTED PYRAMID**

Using it to write news

The inverted pyramid is a style of writing that involves NOT TELLING THE STORY IN THE ORDER THAT IT HAPPENED (chronological sequencing) but instead TELLING THE MOST IMPORTANT PART OF THE STORY FIRST.



### **FOR HARD NEWS:**

Lead is short, to the point, no emotion, very little description.

### **FOR FEATURES:**

Lead is more of an introduction, emotion or empathy plays a part, description is used to draw the reader in