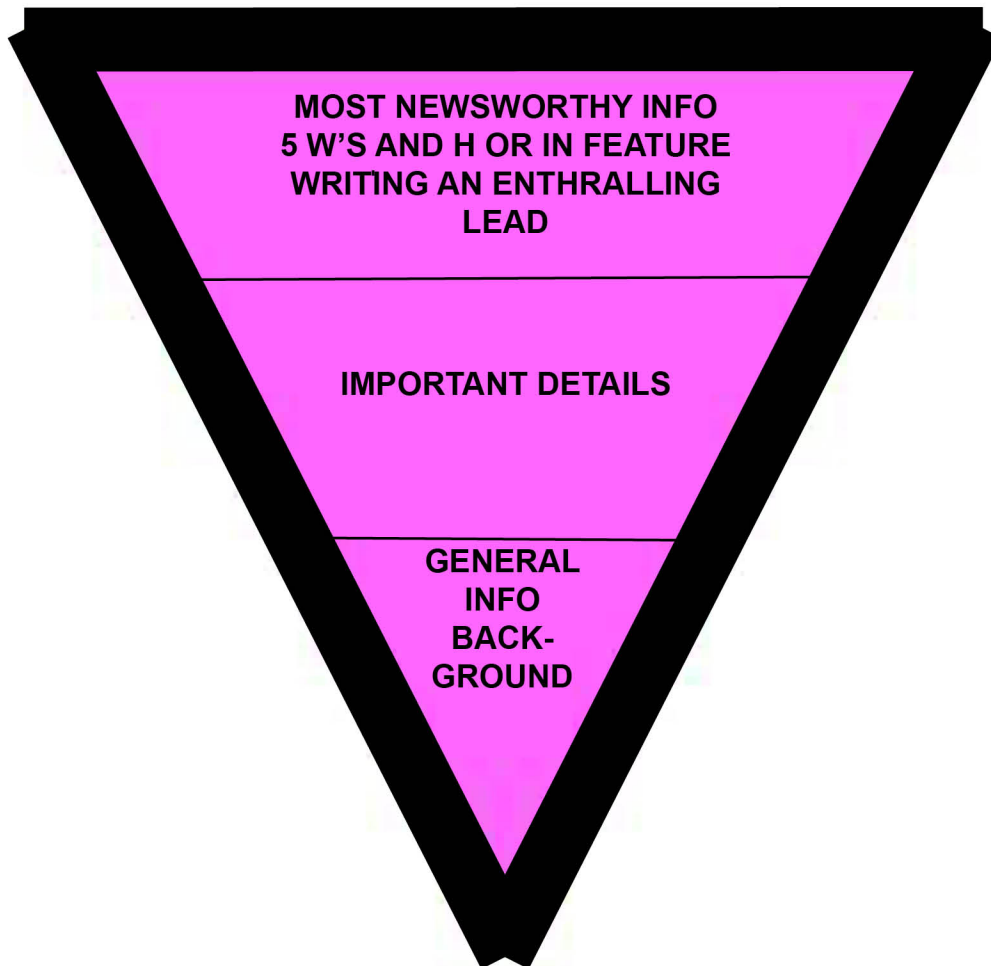


THE INVERTED PYRAMID

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