

Lead and Its Types

▣ LEAD/INTRO:

The introductory paragraph of a news story is called lead.

This could be a single word, phrase, a brief sentence, an entire paragraph, or a series of paragraphs.

The main function of the lead is not only to introduce the news story but to give the questions of the reader.

The good lead answers all important information about the news story.

Lead and Its Types

- ▣ **Summary Lead:**
- ▣ Summary Lead is such type of lead which summarizes the whole news story in few words , such type of lead can be written in present, past, and also in future news stories such type of lead is followed in cricket or in other sports matches different contest results and accident news stories etc. such type of lead is actually written in our newspapers.

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- ▣ **Quotation Lead:**
- ▣ Quotation leads are such kind of leads in which the exact words of the speaker is mentioned by the reporter, covering such kind of lead the reporter has to keep in mind the following three things.
 - (a) The lead must summarize the whole news story.
 - (b) The lead must be in brief.
 - (c) The lead must be totally self explanatory .

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- ▣ **Types of Quotation Lead:**
 - (1) Direct quotation Lead.
 - (2) Indirect Quotation Lead.
 - (3) Partial Quotation Lead.

Lead and Its Types

- ▣ **Direct quotation Lead:**
- ▣ It is such type of lead in which the reporter files the exact quotation as said by the speaker. This type of lead gives freshness to the readers, the reporter can not bring any changes from his side.

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- ▣ **Indirect Quotation Lead:**
- ▣ In this type of lead the reporter paraphrase the statements or he indirectly files the news lead on his own statements so we can say that the reporter makes himself as a bridge between the speaker and the readers.

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- ▣ **Partial Quotation Lead:**
- ▣ When one or more words of the speaker is quoted in lead by the reporter then it will be called partial lead.

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- ▣ **Crowded Lead:**
- ▣ Crowded leads are such type of leads in which two many elements are grouped together in one paragraph. Such kind of lead is opposite of the summary lead. Crowded lead is filed only because of the shortage of the space and if the incident is also not very much important.

Lead and Its Types

- ▣ 1,2,3..... Lead:
- ▣ It is such kind of lead in which different striking points or elements are discussed in different paragraphs. It means that only one element will be discussed in one paragraph and the remaining paragraphs will be discussed in other paragraphs sequence wise. It is also opposite to the crowded lead.

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- ▣ **Question Lead:**
- ▣ Question lead is such kind of lead in which the reporter asks the question in lead. The basic purpose of this lead is to alert the readers attention. It is not difficult to construct question but the difficult thing is to construct news story according to it. Such type of lead is mostly followed in feature stories.

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- ▣ **Descriptive Lead:**
- ▣ It is also called picture lead. It is such kind of lead in which the picture of the event, program or any thing else is drawn in words. It brings the readers more close to that particular event. Descriptive leads are very much interesting and it easily gains the interest of the readers.

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- ▣ **Delayed Interest Lead:**
- ▣ It is such kind of lead in which the reporter does not let the readers to know about the striking point in its first Para. In this type of the readers are kept in a suspense for a short time. So after two Para the striking point is mentioned.

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- ▣ **Suspended Interest Lead:**
- ▣ Same as delayed lead the reporter tries to keep the readers in suspense and does not mention the key point in the first paragraph. He keeps the readers in suspense till the end of the story. Magazines articles are the best example of that type of lead.

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- ▣ **Bullet Lead, Cartridge Lead, Capsule Lead:**
- ▣ A kind of lead in which the reporter tries to expose the explosion. Although it is short in size but very much effective. It is mostly written in a very crucial, interesting and alarming situation. It consists only few words.

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- ▣ **Contrast Lead:**
- ▣ Such type of lead in which two different contrasting situation but inter-related to each other are mentioned in a news story lead. Such kind of lead is written only to asses the readers about current situation.

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- ▣ **Astonisher Lead:**
- ▣ Astonisher Lead is a type of lead in which the reporter tries to create astonishment to the readers in a very unusual way in a news story.

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- ▣ **List Lead:**
- ▣ In this type of lead the reporter tries to impress the reader with a longer list of people involved in the story.
- ▣ **Parody Lead :**
- ▣ Consist of a Parody of a well known song, poems or lines. Example: Water, water everywhere, but no water to drink. This was what the food victims found in their dismay.

REFERENCES

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That's All
Thank
You