

LEAD AND ITS TYPES

- **Lead and its various types**

- The first paragraph of a story which summarizes the most interesting and important aspects of the story. The lead sets the tone for the entire story; it grabs the reader and gives the essence of the story.
- Lead should arouse the reader's interest. The lead is expected to answer six questions Who, Why Where, When, What and How.
- Who- who did it? Who is involved in the event or fact?
- What- what happened?
- When- when did it happen?
- Where- where did it happen?
- Why- why did this event happen?
- How did it happen?
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- Types of lead
- Summary lead- a summary lead normally answers half or more of the key question- who, what, where, when, why and how.
- Question lead- questions especially when directed specifically at the reader quickly stimulate interest.
- Quotation lead- a quotation used in a lead should summarize the major point of the story.
- Picture lead- this paints a word picture for the reader.
- Complex lead- it deals with more than one incident
- Single lead- it deals only a single incident
- Cartridge lead- tell the gist of the news in the fewest possible words. Eg. News of a war or death of prime minister.