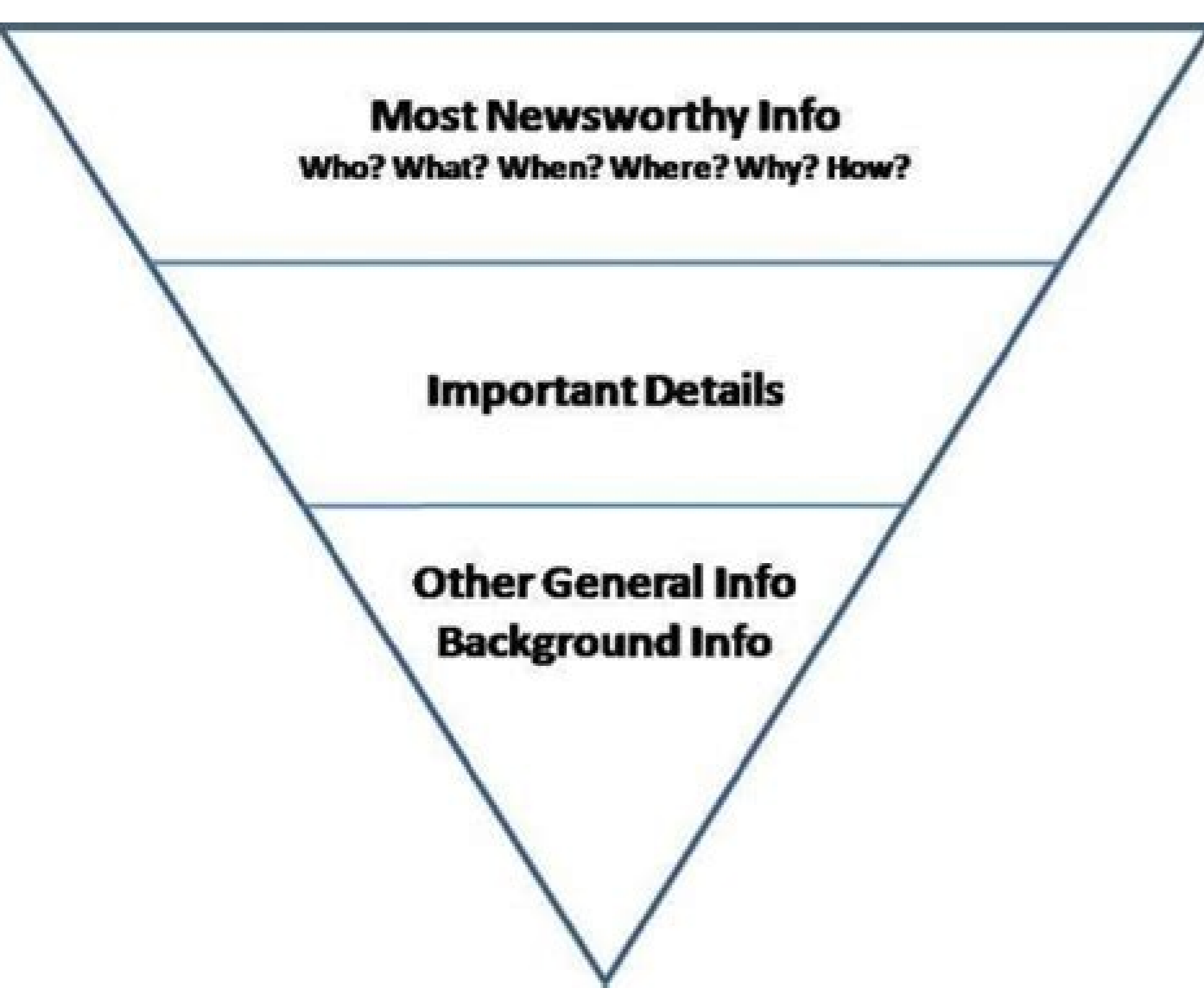
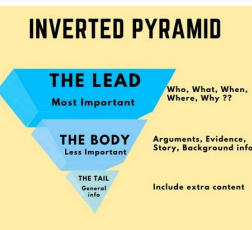
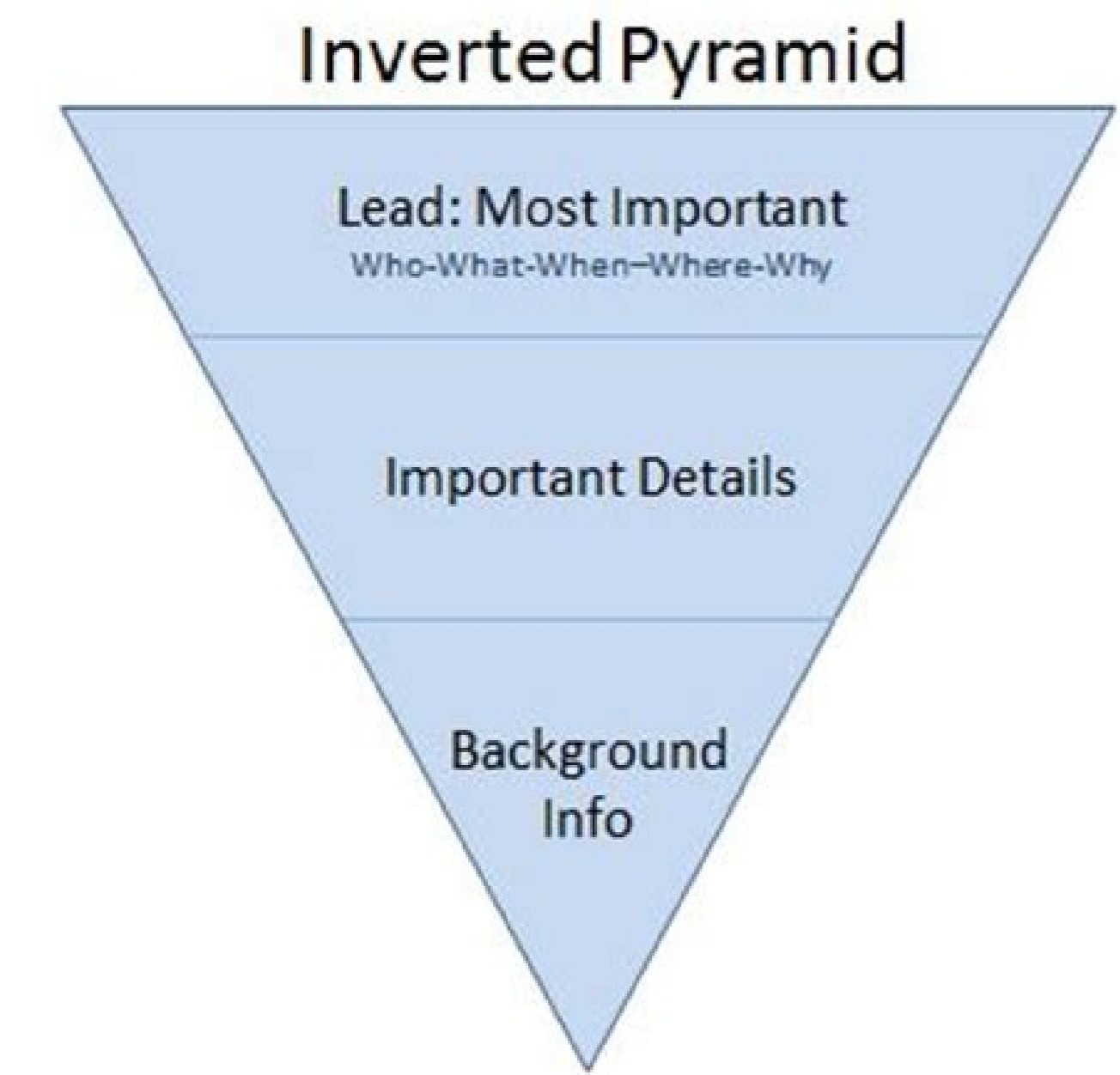
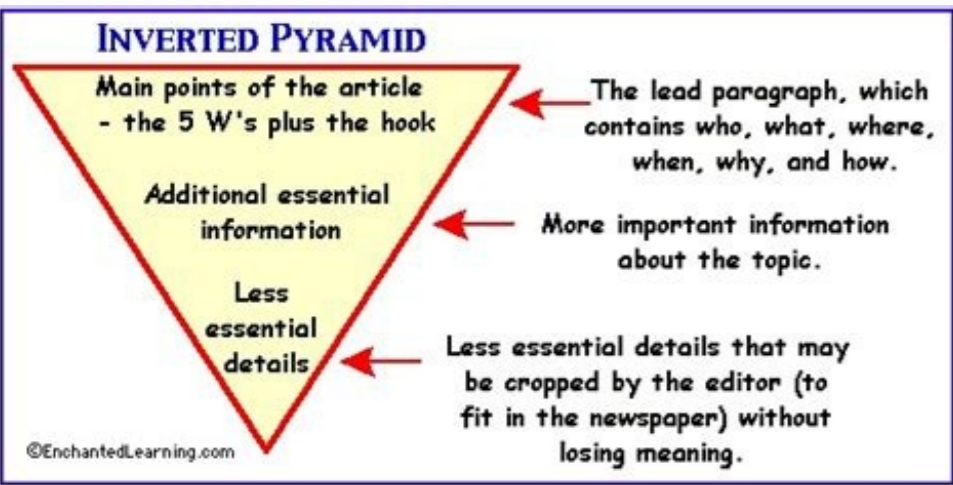


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Inverted Pyramid Structure



The inverted pyramid structure of news story reporting is used to. Inverted pyramid structure of news story. What is the inverted pyramid structure. What is an inverted pyramid in news writing. Inverted pyramid news example.

Communication of major details before minor details The inverted pyramid method visualised The inverted pyramid is a metaphor used by journalists and other writers to illustrate how information should be prioritised and structured in prose (e.g., a news report). It is a common method for writing news stories and has wide adaptability to other kinds of texts, such as blogs, editorial columns and marketing factsheets. It is a way to communicate the basics about a topic in the initial sentences. The inverted pyramid is taught to mass communication and journalism students, and is systematically used in English-language media.[1] The inverted or upside-down pyramid can be thought of as a triangle pointing down. The widest part at the top represents the most substantial, interesting, and important information that the writer means to convey, illustrating that this kind of material should head the article, while the tapering lower portion illustrates that other material should follow in order of diminishing importance. It is sometimes called a summary news lead style,[2] or bottom line up front (BLUF).[3] The opposite, the failure to mention the most important, interesting or attention-grabbing elements of a story in the opening paragraphs, is called burying the lede. Purpose Other styles are also used in news writing, including the "anecdotal lead," which begins the story with an eye-catching tale or anecdote rather than the central facts; and the Q&A, or question-and-answer format. The inverted pyramid may also include a "hook" as a kind of prologue, typically a provocative quote, question, or image, to entice the reader into committing to reading the full story. This format is valued for two reasons. First, readers can leave the story at any point and understand it, even if they do not have all the details. Second, it conducts readers through the details of the story by the end. This system also means that information less vital to the reader's understanding comes later in the story, where it is easier to edit out for space or other reasons. This is called "cutting from the bottom." [4] Rather than petering out, a story may end with a "kicker"—a conclusion, perhaps call to action—which comes after the pyramid. This is particularly common in feature style articles. History Historians disagree about when the form was created. Many say the invention of the telegraph sparked its development by encouraging reporters to condense material, to reduce costs,[5] or to hedge against the unreliability of the telegraph network.[6] Studies of 19th-century news stories in American newspapers, however, suggest that the form spread several decades later than the telegraph, possibly because the reform era's social and educational forces encouraged factual reporting rather than more interpretive narrative styles.[2] Chip Scanlan's essay on the form[7] includes this frequently cited example of telegraphic reporting: This evening at about 9:30 p.m. at Ford's Theatre, the President, while sitting in his private box with Mrs. Lincoln, Mrs. Harris and Major Rathburn, was shot by an assassin, who suddenly entered the box and approached behind the President. The assassin then leaped upon the stage, brandishing a large dagger or knife, and made his escape in the rear of the theatre. The pistol ball entered the back of the President's head and penetrated nearly through the head. The wound is mortal. The President has been insensible ever since it was inflicted, and is now dying. About the same hour an assassin, whether the same or not, entered Mr. Seward's apartment and under pretense of having a prescription was shown to the Secretary's sick chamber. The assassin immediately rushed to the bed and inflicted two or three stabs on the chest and two on the face. It is hoped the wounds may not be mortal. My apprehension is that they will prove fatal. The nurse alarmed Mr. Frederick Seward, who was in an adjoining rented room, and he hastened to the door of his father's room, when he met the assassin, who inflicted upon him one or more dangerous wounds. The recovery of Frederick Seward is doubtful. It is not probable that the President will live through the night. General Grant and his wife were advertised to be at the theatre...— New York Herald, April 15, 1865 Who, when, where, why, what, and how are addressed in the first paragraph. As the article continues, the less important details are presented. An even more pyramid-conscious reporter or editor would move two additional details to the first two sentences: That the shot was to the head, and that it was expected to prove fatal. The transitional sentence about the Grants suggests that less-important facts are being added to the rest of the story. Other news outlets such as the Associated Press did not use this format when covering the assassination, instead adopting a chronological organization.[8] See also Glossary of journalism Spiral approach References ^ "Lesson 11: Structuring news reports". The Guardian. Retrieved 11 November 2021. The structure and layout of a news report is important as it ensures that readers can find the most important information quickly ^ a b Errico, Marcus; et al. "The evolution of the summary news lead". Archived from the original on 2015-02-18. Retrieved 2005-10-06. ^ "Being Direct 1: Martin Krieger's 'Bottom Line Up Front' - writingmattersite". sites.google.com. Retrieved Apr 28, 2020. ^ "The Inverted Pyramid Structure". Purdue Online Writing Lab. 2013-04-06. Retrieved 2013-08-26. ^ "Birth of Inverted Pyramid". Archived from the original on 2015-12-12. Retrieved 2015-04-20. ^ Canavilhas, João (2007). "Web journalism: from the inverted pyramid to the tumbled pyramid" (PDF). CiteSeerX 10.1.1.524.22. S2CID 40777446. {{cite journal}}: Cite journal requires |journal= (help) ^ Scanlan, Chip (2003-06-23). "An examination of the inverted pyramid". Poynter Institute. Retrieved 2006-07-04. ^ Izadi, Elahi (14 April 2015). "How newspapers covered Abraham Lincoln's assassination 150 years ago". 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Journalism Studies. 2 (3): 357–371. doi:10.1080/14616700118194. S2CID 144926277. Johnston, Jane. "Turning the Inverted Pyramid Upside Down: How Australian Print Media Is Learning to Love the Narrative". Asia Pacific Media Educator (18): 1–15. Retrieved from " Credit: Photo by Ömürden Cengiz There isn't one good way to structure a blog post or article. There are many structural conventions that writers use to tell their stories. The listicle, for example, dominates the likes of BuzzFeed, while places like the BBC tend to opt for a more traditional style of news telling: The inverted pyramid. I thought it might be fun to explain the five different ways to structure a blog post for digital media, and how each structure can be used to tell a story and entertain a reader. What is the inverted pyramid? The inverted pyramid is most often used in journalism. It came to be in 1845 after a portrait painter named Samuel Morse invented the telegraph, which was a new wave means of passing breaking news from one place to another so that it could be reported on. The inverted pyramid is a way of front loading a story so that the reader can get the most important information first. The idea is to start with your conclusion, and then build on how you came to that conclusion throughout the rest of your story. The structure of the inverted pyramid Credit: Ohio State Press The above diagram says it better than I ever could. You begin with your lead (or lede), which explains the what, where, when, how and who of the story. This is where you paint a short picture about your story and include the critical piece of information that'll keep readers reading (ie the 'hook'). After this (and your nut graph, which is a short sentence to provide the context of your story), you next move onto act 2: The body. Here, you build your arguments and make your points. Provide more detail. Throw in some quotes. Add in your journalistic opinion to create a little controversy. Whatever it is, this is your main story. The tail Finally, you end on the tail (in content marketing, we call this a kicker). If the reader wants to do more research or find out more about what you're writing, where should they go? Provide this extra reading last. The benefits of the inverted pyramid Given that the inverted pyramid was invented more than a century ago, it still plays a large role in blogging, news writing and reporting. There are many contemporary reasons for this, including: We live in the age of short attention spans and skim reading. The inverted pyramid doesn't bore the reader. It gives them what they want straight away. (And apparently we now have an attention span shorter than a Goldfish.) By front loading your article, you put your most relevant few sentences and keywords at the top of your article, which benefits your SEO. You give readers the control to find out more if they want to, rather than keeping them in suspense until the end (which, unlike visual stimuli, will result in them leaving instead of reading until the end). A few good examples This story from the BBC about May telling MPs that the Brexit vote is off. This story about the UN approving a sweeping deal on migration, but without U.S. support. This story about a man found guilty of the 1986 Brighton 'babes in the wood' murders. Additional reading This Thought Co article about the composition on the inverted pyramid. This Web Wise Wording article about the inverted pyramid style. This article from Neilson which has a very simple but very explainable diagram about the inverted pyramid. That's all, folks. I hope this was valuable.

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