

Creativity in...

NEWSWRITING

By Elmie Lynn V. Lagajino, LPT, PhD.

ASEAN Students Attend Literature Classes

Students from Indonesia under the ASEAN integration program (Association of Southeast Asian Nations) attended a series of lectures and seminars in literature at the Adventist University (AUP) of the Philippines on November 25-27, 2018., for familiarity and information purposes.



LEAD

Every news story begins with an introduction which is called **“Lead”**

...reminding you that this could be a single word, phrase, a brief sentence, an entire paragraph, or a series of paragraphs.

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

Kinds of Leads

II. Conventional/Summary Lead

II. Grammatical Beginning Lead

III. Novelty Lead

I. CONVENTIONAL OR SUMMARY LEAD

- This kind of lead is used in straight news, it answers right away all or any of the **six Ws** and **two Hs**, it may be one of the following:

WHO LEAD

- Used when the person involved is more prominent than what he does and what had happened to him. **Example: President Rodrigo Duterte addressed the PMA graduates in Baguio City on April 20, 2018.**

WHAT LEAD

- Used when the event or what took place is more important than the person involved in the story. **Example: NSAT (National Secondary Assessment Test) was administered on Nov. 24 to all graduating High School students desiring to enroll in a four-year college course.**

WHERE LEAD

- Used when the place is unique and no prominent person is involved in the story.
Example: Philippines will be the site of the next Miss Universe Pageant.

WHEN LEAD

- Rarely used as the reader presumes the story to be timely. However, this lead is useful when speaking of deadlines, holidays, and important dates. **Example:**
Today, November 8 The province of Leyte remembers the victims of super typhoon Yolanda.

HOW LEAD

- Used when the manner, mode, means, or method of achieving the story is unnatural in way. **Example: By appealing to the school board for the third time, the Manila Science High School was able to construct a three story concrete building.**

WHY LEAD

- **Used when the reason is more prominent or unique than what had happens.**

Example: Because of poverty, 33% of college students dropped out from school last year. This was learned from PNU president Nilo L. Rosas.

WHENCE LEAD

- **It is the history of the news story.**
Example: Ground-breaking ceremony of the College of Education (COE) building was held in August, 2017 exactly one year ago, but yesterday, August 28, 2018, the University held the COE building inauguration ceremonies in the presence of its donors.

HENCE LEAD

- **It is the future of the news story. Example:** After the inauguration of the COE (College of Education) building, the administration will install air-conditioning units in preparation for the parallel sessions of the the 6th International Scholars Conference before the end of the semester.

II. GRAMMATICAL BEGINNING LEADS

- **Prepositional Phrase Lead**
- **Participial Phrase Lead**
- **Infinitive Phrase Lead**
- **Gerund Phrase Lead**
- **Clause Lead**

III. NOVELTY LEADS

- They are written in a way that they attract the attention or carry out a definite purpose. Among these kinds of novelty leads are: **Astonisher lead. Contrast lead. Parody lead. Epigram lead. Punch lead. Picture lead. One-word lead. Background lead. Quotation lead. Descriptive lead. Question lead.**

ASTONISHER LEAD

- Uses an interjection or an exclamatory sentence. **Example: Champion of District 1! Better look your best this week!**

CONTRAST LEAD

- **Describes two extremes or opposites for emphasis. Example: Four months before the beautification and cleanup drive, zone 15 in Tondo, Manila was the dirtiest district. Three months after, it won first place in the CLEAN contest sponsored by the Department of Community and Local Government.**

EPIGRAM LEAD

- Opens by quoting a common expression, verse, or epigram, familiar in the locality.
Example: Like father, like son. Ramon Garcia Jr. graduated Valedictorian this year. Ten years ago, his father, Mr. Ramon Garcia Sr. also topped his class and delivered his valedictory address on the same pulpit where the young Garcia delivered his.

PICTURE LEAD

- Describes a person, a place, or an event and at the same time, creating a mental picture of the subject matter in the mind of the reader. **Example: The new principal although only on his early thirties, is already silver-haired. He seldom talks, but when he does, he talks with sense.**

BACKGROUND LEAD

- It describes the setting, more than the event or the person involved. **Example: The PNU campus was turned into a miniature carnival ground on September 1 during the 104th F-Day Celebration of the University. Decorated with buntings and multi-colored lights, the quadrangle was a grand setting for a barrio fiesta.**

DESCRIPTIVE LEAD

- **Used when comparatively few descriptive words can vividly formulate an imagery.**
Example: Dressed in white Polo Barong, and with Diploma in their hands, 1,500 graduates marched down the stage to the tune of Osmena High March.

PARODY LEAD

- **Consists 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.**

PUNCH LEAD

- A short, forceful word or expression. It is rarely used. **Example: Victory Day!**
Magsaysay High School celebrated on March 18 its fifth Victory in the city-wide journalism contest.

ONE WORD LEAD

- **One forceful word is used. Example: March!**
Thus, ordered SAD-Free president Ainee Fetizanan of the College of Education to start the “SAD-Free” parade.

QUOTATION LEAD

- Consists of speaker's direct words which are very striking and which are usually quoted from speech, a public address, or an interview.

Example: "The youth in the New Republic have become partners of the government in its struggle for progress and advancement," PNU Director Rene Romero addressed 400 student delegates in the Leadership Training Seminar on December 26-30 at the Edilberto Dagot Hall.

QUESTION LEAD

- An answer to a question which is the basis of the news story. **Example: Who will reign as Miss Intramurals this year? This will be known on August 8 after the final screening to be held at the PNU Gym and Performing Arts Center.**

GUIDELINES FOR HEADLINE WRITING

1. A headline should have a verb in the present tense for past events and infinitive for future events...

Students present research proposals—past*

Students to present research proposals—future*

...but should not start with a verb.

Present research proposals-students X

Propose researchers X

GUIDELINES FOR HEADLINE WRITING

2. Eliminate weak articles, and, pronouns, and weak verbs.

The students will present their research proposals X

Students to present research proposals*

GUIDELINES FOR HEADLINE WRITING

3. Write a complete declarative sentence; not a phrase or a question.

Research proposals presented X

Proposals X

Research Proposals? X

Students present research proposals *

Students defend research proposals *

Research proposals excite students *

GUIDELINES FOR HEADLINE WRITING

4. Avoid tongue twisters.

Students study social sciences X

Peter piper picked a peck of pickled peppers X

Students attend History lessons *

Peter to harvest peppers *

GUIDELINES FOR HEADLINE WRITING

5. Do not write in the headline what is not in the news story.
6. Write acceptable abbreviations to shorten numbers or words.
 - AUP to hosts ASEAN delegates*
 - SHS to receive 2M grants *

GUIDELINES FOR HEADLINE WRITING

**Adventist University of the Philippines hosts
Association of Southeast Asian Nation
delegates. X**

**Senior High Schools to receive 2,000,000.00
grants X**

CONTENTS OF THE NEWSLETTER

- **Nameplate: Name of the newsletter**
- **Dateline: Complete Date, Volume, Number**
- **Masthead: Ownership of the newsletter; officers**
- **Editorial/Opinion section: Editorial articles and columns; surveys, opinion polls**
- **Literary: Poems, stories, literary articles**
- **Photos section: Pictures**
- **Feature section: Essays, histories, biographies**
- **Cartooning: illustrations, caricatures**
- **Sports news: sports stories**
- **Ads/Announcements:**

The End; Thank you!

For inquiries log on to:

www.scribe.ph **Something Better**

Category: [Scholars](#)

Send articles or photos to:

elynnvlagajino@yahoo.com

REFERENCE

- **Cruz, Ceciliano-Jose, Campus Journalism and School Paper Advising, Second Edition, 2010, Rex Printing Company, Inc., 84-86 P. Florentino St., Sta. Mesa Heights, Quezon City.**