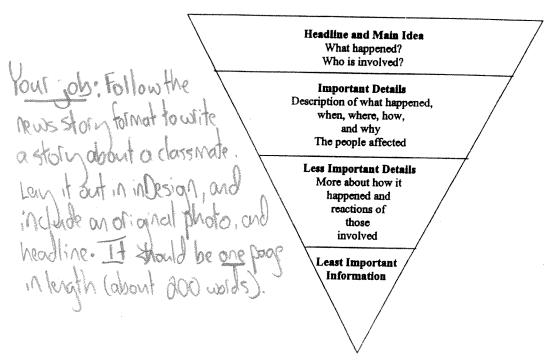
The Newspaper Article

The standard news report is written in the "inverted pyramid" fashion. This means that the typical short story structure - introduction, development, climax, and conclusion - is turned upside down in newspapers.



Thus the newspaper story presents the most important information first. In a sense, the reporter begins with the climax of the story. Then, as the story unfolds, she/he discloses the less important information.

Essential facts about the story are generally presented in the summary lead. The most common lead is the well-known "W5 and How".

The body is the development of the report as it follows the summary lead. Ordinarily, each paragraph follows naturally from the information in the lead. The paragraphs are short.

The headline gives very basic information about the topic and catches the readers' attention.