



Writing News Leads and Simple News Articles

English Communications - Ifdhollia Muntriani

Introduction: What is a News Lead?

A news lead (or lede) is the opening paragraph of a news story.

It tells readers the most important information immediately and encourages them to keep reading.

In journalism, the lead should answer the 5Ws and 1H:

Who - the person(s) involved

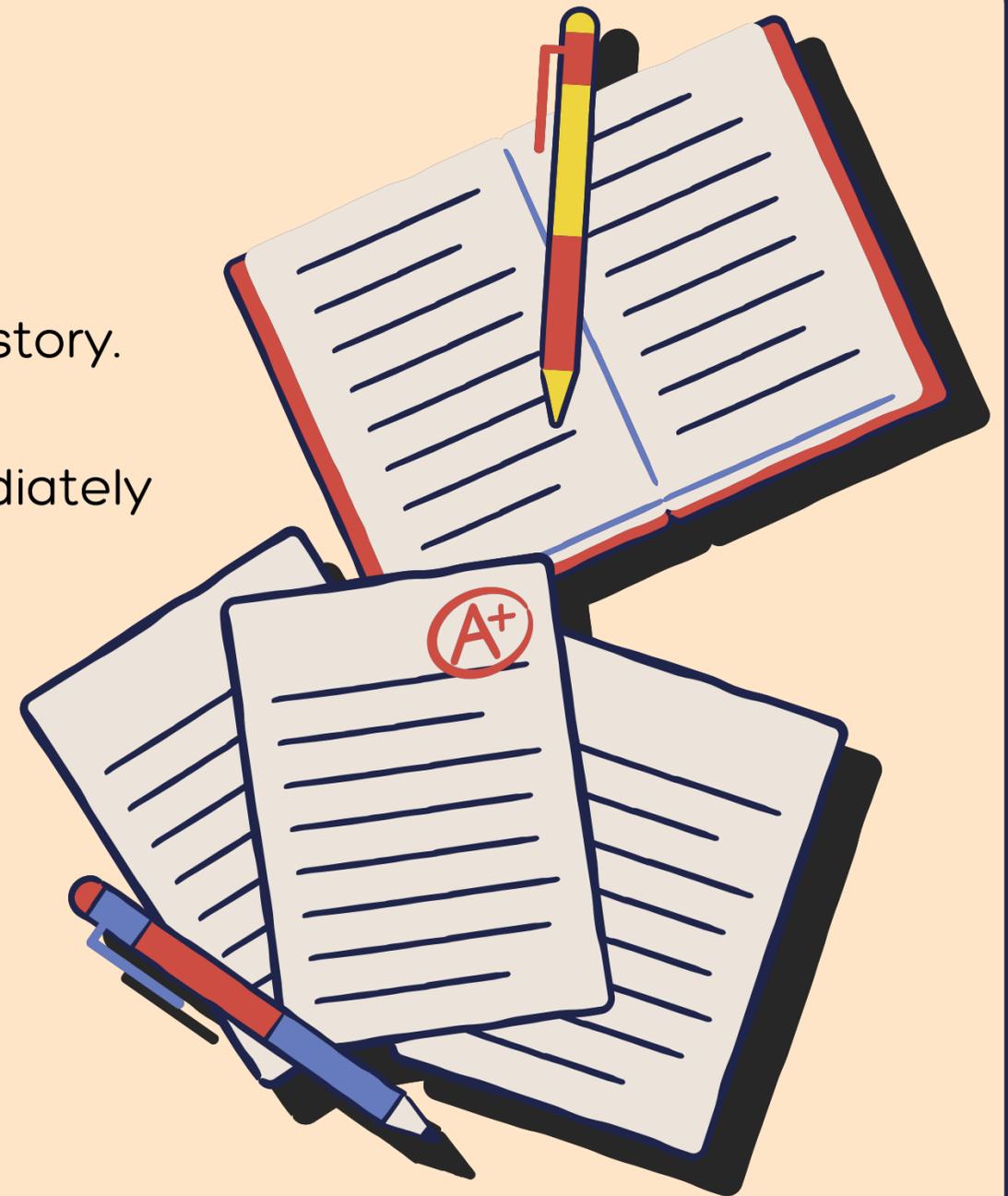
What - what happened

When - when it happened

Where - where it happened

Why - why it happened

How - how it happened



Characteristics of a Good News Lead

A good news lead should be:

- Accurate → Factual and verified
- Concise → Short (20-30 words) and to the point
- Complete → Contains essential information (5W + 1H)
- Clear → Easy to understand
- Interesting → Attracts readers' attention



Example of News Leads

Example 1 (Hard News Lead)

"A powerful earthquake struck western Japan on Tuesday morning, damaging several buildings and injuring at least 20 people, officials said."

➔ Contains Who (officials/people), What (earthquake), When (Tuesday morning), Where (western Japan), How (damaging buildings).

Example 2 (Campus News Lead)

"More than 300 students joined the annual university clean-up day on Saturday to promote environmental awareness across the campus."

➔ Focuses on event, participants, purpose, and place.

Example 3 (Soft News / Human Interest Lead)

"After years of hard work, a small village in Bali has become a popular eco-tourism destination attracting visitors from around the world."

➔ Begins with an emotional or human story.



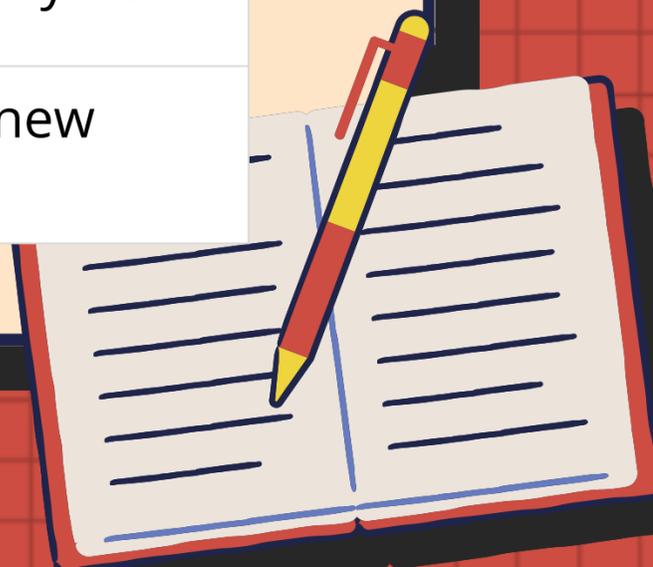
Structure of a Simple News Article

Part	Content	Example
Headline	Short, clear title summarizing the story.	<i>Students Win National Debate Competition</i>
Lead Paragraph	The most important information (5W + 1H).	<i>Three students from Udayana University won the National Debate Competition held in Jakarta on Friday.</i>
Supporting Paragraphs	Details, background information, quotes.	<i>The team said the victory was the result of weeks of preparation and teamwork.</i>
Closing Paragraph	Additional facts or statements.	<i>The competition was attended by 20 universities from across Indonesia.</i>



Vocabulary for News Writing

Word / Phrase	Meaning	Example
Reportedly	According to reports	The singer reportedly canceled the show due to illness.
Announced	Officially made public	The government announced a new policy.
According to	Based on information from someone	According to the police, the suspect has been arrested.
Held	Organized or conducted	The meeting was held at City Hall.
Launched	Introduced officially	The company launched a new product yesterday.



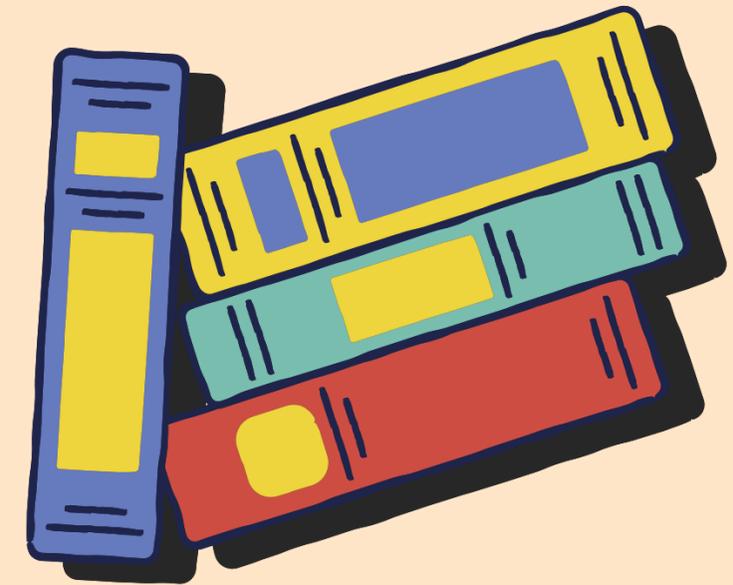
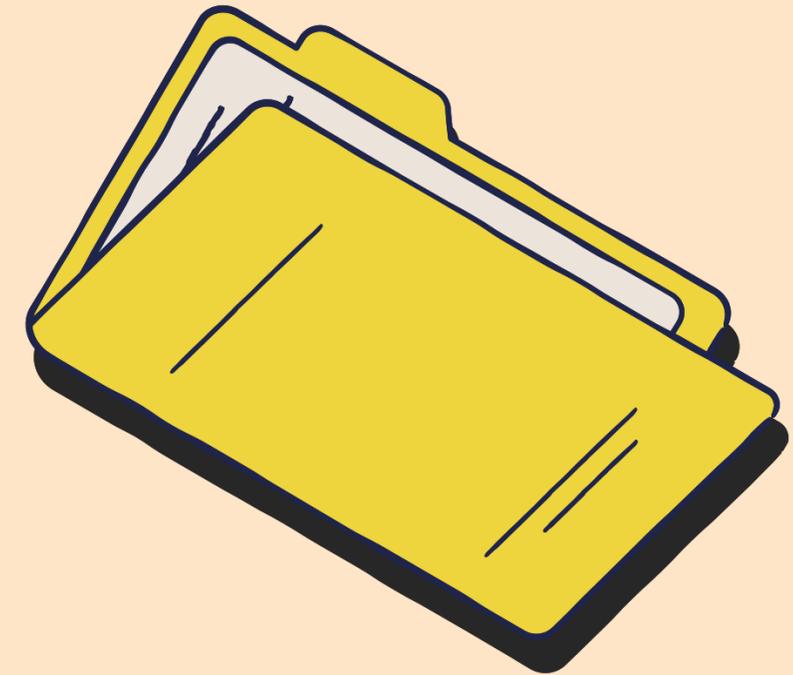
Assignment

Individual Task:

Write your own short English news article (100-150 words) based on an event at your university or community.

Include:

1. Headline
2. News Lead (with 5W + 1H)
3. Supporting details and one quote
4. Closing statement





Thank you