

Introduction to News Writing and Reporting

Lecture 6: Story Structure – Inverted Pyramid, Flow, Coherence

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Figure 1: "Director in studio," Gamma.app, Gamma Technologies, 6 Sept. 2025.

Lecture Learning outcomes

By the end of this lecture, students should be able to:

1. **Define story structure** and explain its significance in journalism.
2. **Describe the role of structure** in organizing information for clarity, coherence, and reader engagement.
3. **Explain the inverted pyramid structure** and its historical development in news writing.
4. **Identify the key components** of the inverted pyramid: lead, body, and tail.
5. **Assess the advantages of the inverted pyramid**, including efficiency, scannability, and editorial flexibility.
6. **Recognize the limitations of the inverted pyramid**, such as reduced narrative engagement.
7. **Differentiate alternative story structures**, including chronological, hourglass, diamond, and thematic formats.
8. **Define flow in a news story** and explain its importance in guiding the reader logically through the article.
9. **Apply techniques to enhance flow**, such as transitional phrases, logical sequencing, and paragraph organization.
10. **Explain coherence in news writing** and its role in ensuring clarity, consistency, and logical connections between facts.
11. **Demonstrate unity in a story**, ensuring all details support the main point or angle.
12. **Balance detail and readability**, including appropriate depth of information without overwhelming the reader.
13. **Integrate quotes and sources effectively** to maintain credibility and support facts while preserving story flow.
14. **Edit for structure, flow, and coherence**, reviewing and rearranging paragraphs to improve clarity and readability.
15. **Summarize principles of effective story structure**, combining inverted pyramid, logical flow, and coherence to enhance journalistic quality.

What is Story Structure?

Story structure refers to the organized framework used to present information in a news story. It provides a logical sequence that ensures readers can easily understand the facts, significance, and context of an event or issue. Effective story structure is crucial in journalism because it guides both the writer and the reader, allowing for clarity, coherence, and engagement.

Story structure is the method by which a journalist arranges the elements of a story for maximum comprehension and impact. It determines how information is prioritized, sequenced, and presented to the audience, providing a blueprint for organizing facts, quotes, and context while maintaining focus on the main story angle.

Key Considerations

- **Clarity:** Information presented in an easy-to-understand way
- **Coherence:** Facts, quotes, and background connect logically
- **Engagement:** Story holds reader interest from start to finish



Figure 2: “Director in studio,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Definition and Role in Journalism

Definition of Story Structure

- Story structure is the method by which a journalist arranges the elements of a story for maximum comprehension and impact.
- It determines how information is prioritized, sequenced, and presented to the audience.

Role in Journalism

- Provides a blueprint for organizing facts, quotes, and context.
- Helps maintain focus on the main story angle while avoiding tangents.
- Ensures that readers can quickly grasp the essential information, particularly in fast-paced news environments.

Key Considerations in Story Structure

Clarity

Information should be presented in a way that is easy to understand.

Coherence

Facts, quotes, and background must connect logically.

Engagement

The story should hold the reader's interest from start to finish.

Story structure works hand-in-hand with lead writing, news values, and interviewing. A well-structured story enhances the effectiveness of the lead and supports the narrative flow of information.

Summary: Story structure is the foundation of effective journalism. It provides a logical framework for organizing information, maintaining clarity, coherence, and engagement, and ensures that readers can easily follow and comprehend the news story. Mastery of story structure is essential for producing professional and impactful journalism.

Importance of Structure in News Writing

A well-defined story structure is vital in journalism because it organizes information logically, enhances readability, and ensures that the most important facts are communicated effectively.

01

Enhancing Readability

- Structured stories allow readers to follow the narrative easily.
- Clear sequencing of facts prevents confusion and information overload.
- Well-structured paragraphs guide the reader from the lead through supporting details to background information.

02

Prioritizing Essential Information

- Structure helps journalists decide which facts are most important and should appear first.
- Ensures that critical information is delivered immediately, particularly in breaking news scenarios.
- Supports the use of inverted pyramid or other appropriate formats depending on the story type.

03

Maintaining Coherence and Focus

- Prevents irrelevant details from distracting the reader.
- Ensures all elements of the story support the main angle or theme.
- Enhances clarity by linking ideas logically throughout the story.



Editorial Workflow and Audience Engagement

Facilitating Editorial Workflow

- Structured stories are easier for editors to review, cut, or rearrange without losing essential information.
- Enables quick adjustments for publication deadlines, especially in print and digital media.

Improving Audience Engagement

- A logical flow keeps readers interested and informed.
- Helps build a narrative that guides the reader through complex or multifaceted stories.

Summary: The structure of a news story is essential for readability, prioritization of key facts, coherence, editorial efficiency, and audience engagement. By organizing information systematically, journalists ensure that readers can quickly understand, follow, and appreciate the story.

Figure 1: "Director in studio," Gamma.app, Gamma Technologies, 6 Sept. 2025.

The Inverted Pyramid Structure

The inverted pyramid is one of the most widely used and enduring structures in journalism. It organizes information in a descending order of importance, ensuring that readers grasp the essential facts immediately.

The inverted pyramid is a journalistic format where the most critical facts appear first, followed by supporting details and context, with the least essential information at the end. The term "inverted pyramid" reflects its shape: broad at the top with essential facts, narrowing down to minor details.

Originated in the 19th century during the telegraph era. Reporters needed to transmit key facts quickly in case the connection was interrupted. It became the standard for newspapers and later adapted to digital news.

INVERTED PYRAMID

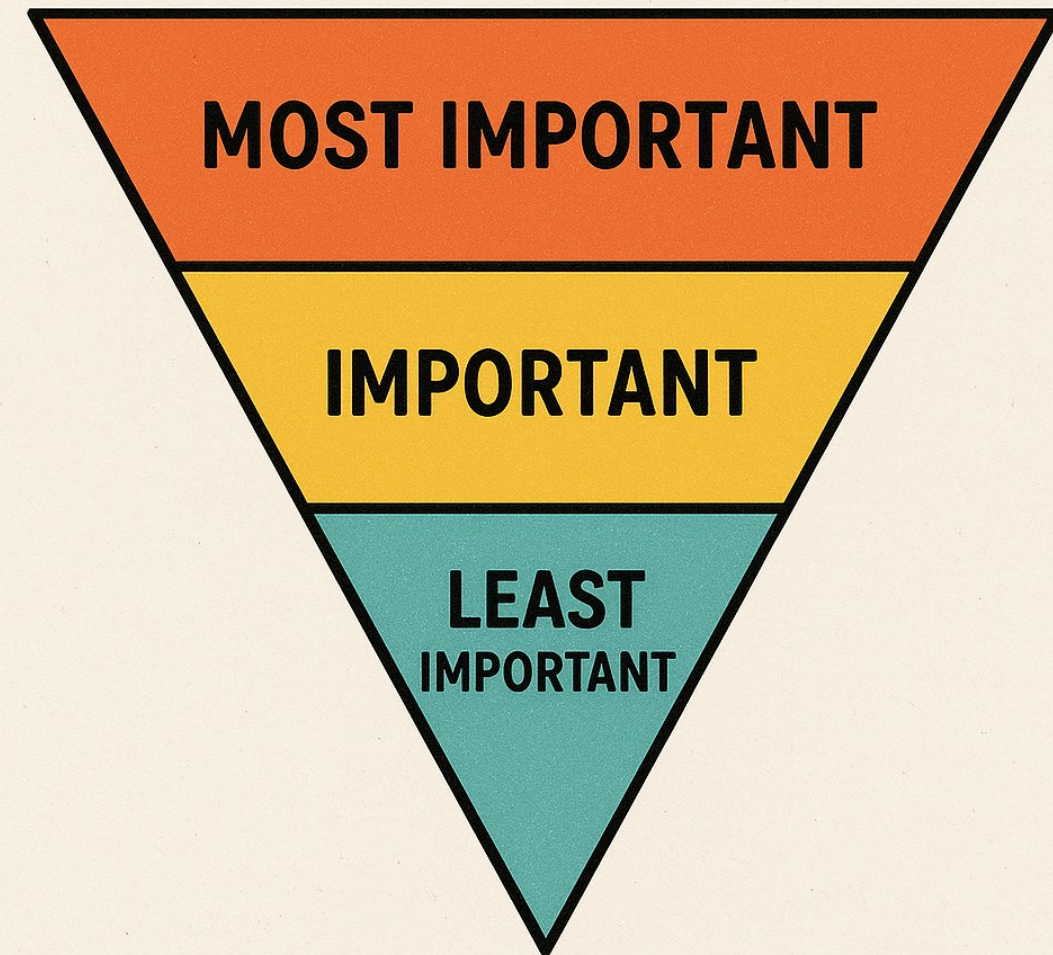


Figure 3: "Inverted Pyramid," Gamma.app, Gamma Technologies, 6 Sept. 2025.

Core Principles and Applications

1

Lead-first approach

The opening paragraph contains the 5 Ws and 1 H (Who, What, When, Where, Why, How).

2

Descending importance

Subsequent paragraphs provide supporting information, quotes, and context.

3

Optional tail

Additional background, minor details, or related facts that can be removed if space is limited.

Practical Applications

- Ideal for breaking news stories, emergency updates, or time-sensitive reports.
- Enhances editorial efficiency by allowing easy trimming from the bottom.
- Digital articles benefit because readers often scan headlines and leads rather than reading the full story.

❏ **Hard news example:** "The city council approved a new public transportation plan today to reduce morning traffic congestion."

Supporting body: "Officials said the plan includes new bus lanes, increased frequency, and updated schedules."

Tail: "Previous attempts in 2015 faced delays due to overcrowding and scheduling issues."

Key Components of the Inverted Pyramid

The inverted pyramid structure consists of three main components: the lead, the body, and the tail. Each component has a distinct purpose and level of importance in the overall story.

Lead

- Definition: The opening sentence or paragraph that presents the most critical information.
- Purpose: Captures the reader's attention and communicates the essential facts immediately.
- Content: Typically includes the 5 Ws and 1 H (Who, What, When, Where, Why, How).
- Example: "The city council approved a new public transport plan today to reduce morning traffic congestion."

Body

- Definition: The main section of the story that expands on the lead.
- Purpose: Provides context, supporting facts, and elaboration of key points.
- Content: Quotes from sources or officials, additional statistics or data that support the main story, explanatory details to clarify the situation or impact.
- Example: "Officials said the plan includes new bus lanes, increased frequency, and updated schedules to improve commuter flow."

Tail

- Definition: The concluding part of the story containing background information or minor details.
- Purpose: Adds depth and context but is the least critical part of the article.
- Content: Historical background, minor details or supplementary information, elements that can be omitted if space is limited.
- Example: "The city previously attempted similar measures in 2015, but overcrowding and scheduling issues limited their effectiveness."

Summary: The inverted pyramid is structured into the lead, body, and tail. The lead delivers essential facts, the body provides supporting information and context, and the tail offers background or less critical details. Understanding these components allows journalists to prioritize information effectively, ensuring clarity, coherence, and readability in news reporting.

Why the Inverted Pyramid Works



Efficient Communication

Delivers essential facts immediately to the reader. Ensures that even if the story is only partially read, the main point is understood—critical for today's fast-paced news consumption.



Editorial Flexibility

Allows editors to cut from the bottom without losing key information. Useful for space-limited print editions or digital articles requiring quick adjustments.



Reader-Friendly Format

Supports skimming, enabling readers to grasp the story quickly. Prioritizes clarity and accessibility, particularly for fast-paced news consumption patterns.



Supports Timeliness

Ideal for breaking news or urgent reports where readers need immediate access to critical facts. Reduces delay in conveying important developments.



Simplifies Writing

Provides a clear framework for prioritizing facts and organizing content logically. Helps journalists focus on what is most newsworthy first.



Enhances Credibility

Presents information in a straightforward, factual manner. Reduces ambiguity and ensures that key details are highlighted prominently.

Limitations of the Inverted Pyramid

While the inverted pyramid is a cornerstone of hard news writing, it has several limitations that journalists must be aware of. Over-reliance on this structure can affect narrative engagement, storytelling depth, and reader experience. Understanding these constraints allows journalists to make informed decisions about when to employ alternative approaches.



Figure 4: “Magazine with blue accent,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

The Predictability Problem

Formulaic Presentation

Stories can become predictable and monotonous if every article strictly follows the inverted pyramid structure. This formulaic approach may limit creativity in writing style, tone, and storytelling techniques that could otherwise engage readers more effectively.

Example: Reporting multiple city council decisions using the same lead structure can feel repetitive to regular readers, diminishing their interest in consuming local news coverage.

Limited Narrative Engagement

The inverted pyramid focuses on delivering facts first rather than building suspense or emotional connection with the audience. Readers may quickly scan the lead and feel no incentive to continue reading deeper into the story. This structure is less suitable for feature stories, human-interest pieces, or narratives with character development that require emotional investment.



Figure 4: “Magazine with blue accent,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Formulaic Presentation

Predictable Structure

Stories can become predictable and monotonous if every article strictly follows the inverted pyramid.

Limited Creativity

May limit creativity in writing style, tone, and storytelling.

Repetitive Reporting

Example: Reporting multiple city council decisions using the same lead structure can feel repetitive.

Lack of Contextual Development

Background and explanatory details are often pushed to the tail. Readers who stop after the lead may miss important context or historical perspective.

📄 **Example:** Reporting a policy change without including its prior failed attempts may reduce understanding of its significance.

Overemphasis on Immediate Facts

- Prioritizing immediacy can sometimes overshadow deeper insights, interpretations, or implications.
- May result in shallow reporting if journalists rely solely on the lead to convey significance.
- **Example:** A breaking news article on a disaster may report the event immediately but fail to explain underlying causes.

Inflexibility for Complex Stories

Multi-layered Stories

Multi-layered investigative stories, analytical pieces, or issues with several interconnected angles may not fit neatly into the inverted pyramid.

Forced Structure

Stories requiring chronological buildup or thematic organization may feel forced.

Example: A multi-year corruption investigation may be more compelling with a narrative structure rather than starting with the final verdict.

Potential for Reduced Reader Engagement

- Frequent use of the inverted pyramid across many news outlets can make reading experiences feel mechanical.
- Alternative structures can retain reader interest by incorporating suspense, thematic buildup, or narrative arcs.

The Depth vs. Speed Dilemma

Overemphasis on Immediate Facts

Prioritizing immediacy can sometimes overshadow deeper insights, interpretations, or implications that would provide readers with a more complete understanding of events. This may result in shallow reporting if journalists rely solely on the lead to convey significance.

Example: A breaking news article on a disaster may report the event immediately but fail to explain underlying causes, systemic issues, or preventive measures that could have been taken.

Potential for Reduced Reader Engagement

Frequent use of the inverted pyramid across many news outlets can make reading experiences feel mechanical and transactional.

Alternative structures can retain reader interest by incorporating suspense, thematic buildup, or narrative arcs that create emotional resonance.

Key Takeaway: Awareness of these limitations allows journalists to select alternative structures when storytelling depth, emotional impact, or complex analysis is required, ensuring both clarity and reader interest.



Figure 4: “Magazine with blue accent,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Summary of Limitations

The inverted pyramid's limitations include formulaic presentation, reduced narrative engagement, lack of context, inflexibility for complex stories, overemphasis on immediate facts, and potential decline in reader engagement. Awareness of these limitations allows journalists to select alternative structures when storytelling depth, emotional impact, or complex analysis is required, ensuring both clarity and reader interest.



Figure 5: “Journalist in informal meeting,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Alternative Story Structures

While the inverted pyramid is ideal for hard news, alternative story structures are often used for feature writing, investigative journalism, and longform reporting to enhance narrative flow, engagement, and thematic depth.



Narrative or Chronological Structure

Presents events in the order they occurred. Suitable for storytelling and features where the sequence of events is essential. **Example:** A report on a protest may follow the timeline from preparation, the demonstration, to the aftermath.



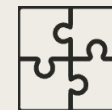
Hourglass Structure

Combines the inverted pyramid and narrative styles. Begins with the most important facts (like inverted pyramid) and transitions into a chronological narrative. Useful for in-depth stories that start with breaking news but require detailed storytelling.



Diamond Structure

Starts narrow with a lead, broadens with context and detail, then narrows again to a strong ending. Effective for feature stories with emotional or thematic arcs.



Thematic Structure

Organizes the story around central themes or issues rather than strict chronology. Useful in investigative reports or analytical pieces that explore multiple aspects of a topic.

Benefits of Alternative Structures



Greater Narrative Engagement

Allows for greater narrative engagement and depth.



Storytelling Techniques

Enables storytelling techniques such as suspense, drama, and emotional connection.



Flexibility

Provides flexibility for complex topics that require explanation or analysis.

Summary: Alternative story structures—chronological, hourglass, diamond, and thematic—offer flexibility and narrative depth beyond the inverted pyramid. They are particularly useful for feature, investigative, and longform journalism, allowing journalists to engage readers while maintaining clarity and coherence.

Understanding Flow in a Story

Flow in journalism refers to the smooth and logical progression of ideas, facts, and narrative elements within a story. It ensures that readers can follow the sequence of information easily and remain engaged throughout the reading experience.



Definition of Flow

Flow is the seamless movement of information from one point to another. It connects the lead, supporting details, quotes, and background in a coherent manner that feels natural to readers.



Importance of Flow

Maintains reader interest and prevents confusion. Helps the audience understand complex stories by guiding them through a logical sequence. Enhances the overall readability and professionalism of the article.



Key Elements

Logical sequencing, effective transitions, organized paragraphs, and consistency in tone and style all contribute to maintaining strong flow throughout a story.

Flow in Different Structures & Consequences

01

Inverted Pyramid Flow

Flow moves from essential facts to supporting details and background.

02

Chronological/Narrative Flow

Flow follows the timeline of events.

03

Thematic Flow

Flow moves logically through related themes or issues.

Consequences of Poor Flow

Confused or disengaged readers.

Misinterpretation of facts or story angles.

Reduced credibility and professionalism.

Summary: Flow ensures that information in a story progresses logically and smoothly. By managing sequencing, transitions, paragraph organization, and consistency in tone, journalists maintain reader engagement, clarity, and comprehension across various story structures.

Techniques for Enhancing Flow

Enhancing flow in news stories ensures that readers move seamlessly from the lead through supporting details to the conclusion, improving comprehension and engagement throughout the reading experience.

01

Logical Sequencing of Information

Present facts in a coherent order, either by importance, chronology, or theme. Ensure each paragraph builds upon the previous one to maintain continuity and reader understanding.

03

Paragraph Structuring

Focus each paragraph on a single idea or piece of evidence. Begin with topic sentences that clarify the paragraph's purpose and guide readers through your argument.

05

Effective Placement of Quotes and Data

Integrate quotes and statistics naturally within the narrative. Ensure they support the main point and follow logically from the preceding information.

02

Use of Transitional Phrases

Employ connectors such as "however," "in addition," "meanwhile," or "as a result" to link ideas. Smooth transitions prevent abrupt shifts that can confuse readers.

04

Consistent Tone and Style

Maintain uniform language, tense, and perspective throughout the story. Avoid sudden shifts in voice or register that disrupt the narrative flow.

06

Bridging Sections and Ideas

Use brief summaries or contextual sentences to connect major story sections. This helps readers transition between complex facts or multiple story angles.



Achieving Unity in a Story

Unity in journalism refers to ensuring that every element of a story contributes to the main point or angle. A unified story is focused, coherent, and free from irrelevant tangents, enhancing clarity and reader engagement.

Figure 5: “Journalist in informal meeting,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Definition and Importance of Unity

Definition of Unity

- Unity means all facts, quotes, and background information support the story's central idea.
- It prevents the inclusion of unrelated or distracting information that could confuse readers.

Importance of Unity

- Maintains focus on the story's angle or main message.
- Enhances readability by presenting a clear and consistent narrative.
- Supports coherence and logical flow throughout the article.

Techniques for Achieving Unity

01

Identify the Main Point

Before writing, clearly define your central idea and ensure every paragraph relates directly to it. This foundational step guides all subsequent decisions.

03

Group Related Information

Organize similar facts and ideas together to strengthen the central idea and create logical connections throughout the story.

02

Eliminate Tangents

Remove minor details or distracting information that do not contribute to the angle. Be ruthless in cutting content that doesn't serve the main message.

04

Use Topic Sentences

Signal the purpose of each paragraph with clear topic sentences that connect back to your main point and guide readers through your narrative.



Figure 6: "Computer in studio desk," Gamma.app, Gamma Technologies, 6 Sept. 2025.

Unity Across Story Structures



Inverted Pyramid

Ensure all supporting details in the body reinforce the lead. Every fact should build upon and strengthen the initial information presented.



Narrative or Chronological

Every event included should advance the story's focus. Each moment in the timeline must contribute to the overall narrative arc.



Thematic

Each theme must clearly relate to the overarching issue or angle. Thematic connections should be explicit and purposeful.

Consequences of Lack of Unity

- Reader confusion or loss of interest.
- Dilution of the story's impact or message.
- Reduced professionalism and credibility.

📄 **Summary:** Achieving unity involves focusing every element of a story on the main point, eliminating irrelevant details, and grouping related information logically. Unity strengthens coherence, flow, and reader engagement, making the story clear, compelling, and professional.

Balancing Detail and Readability

Balancing detail and readability ensures that a news story provides sufficient information without overwhelming the reader, maintaining clarity and engagement. This balance is crucial for keeping readers informed while respecting their time and attention.

Prioritize Essential Information

Present the most critical facts first, ensuring readers get key information immediately.



Use Concise Language

Avoid wordiness, jargon, or overly complex sentences that obscure meaning.



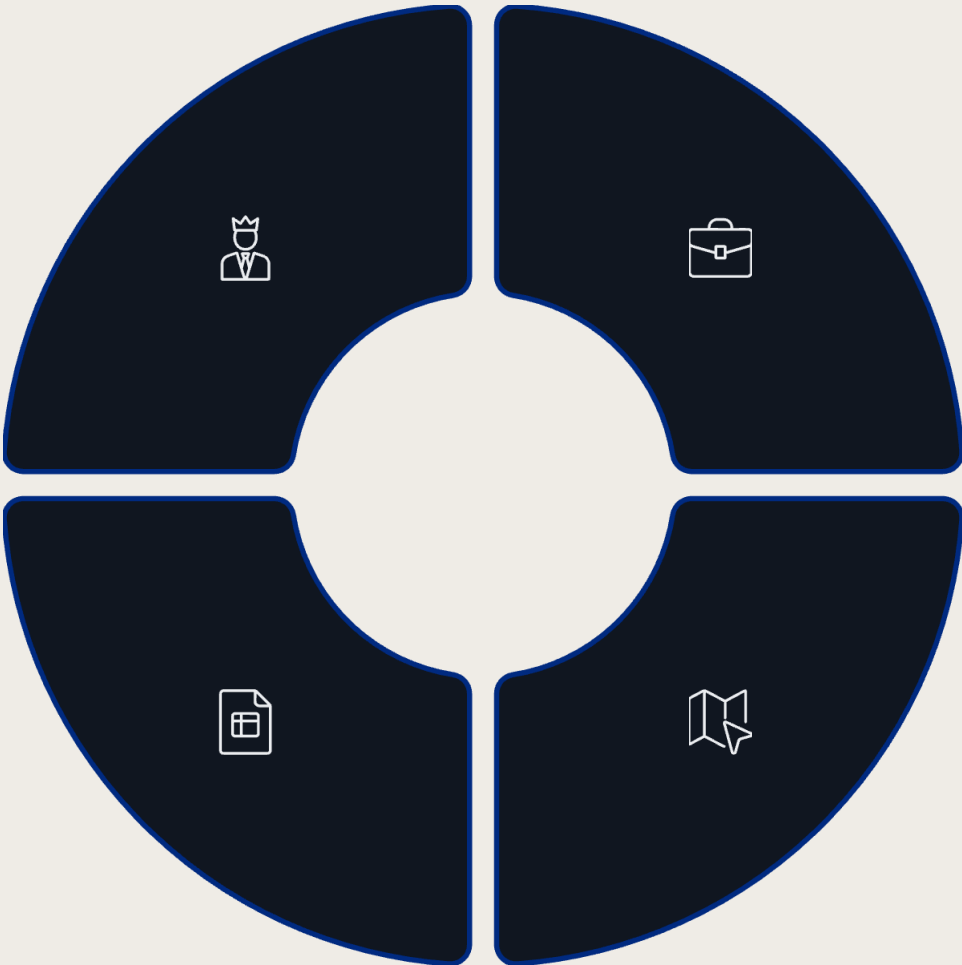
Break Up Text

Use short paragraphs and subheadings to enhance readability and visual appeal.



Strategic Details

Integrate statistics, quotes, and examples in moderation to support without overwhelming.





Tailoring Content to Your Audience

Know Your Readers

Consider the readers' knowledge level and interests when determining how much detail to include. Provide background only if necessary for understanding the story, and avoid over-explaining common or obvious points.

The consequences of poor balance are significant: too much detail overwhelms or confuses the reader, while too little detail leaves readers uninformed or skeptical. Both extremes reduce engagement and story effectiveness.

Bullet Points



Use lists for complex information to improve scanability and comprehension.

Active Voice



Create direct and engaging sentences that connect with readers immediately.

Transitions



Guide readers smoothly through details with clear transitional phrases.

Figure 7: “People reading news,” Gamma.app, Gamma Technologies, 6 Sept. 2025.

Integration of Quotes and Sources

Effective integration of quotes and sources strengthens a story by providing credibility, supporting facts, and varied perspectives, while maintaining flow and coherence. Quotes provide authenticity and authority to the story, offer different perspectives and expert insights, and enhance engagement by introducing human voices or real-life examples.



Strategic Placement

Embed quotes naturally within paragraphs to support key points. Avoid overloading the lead with quotes; use them strategically in the body to reinforce the story's main angle.



Clear Attribution

Clearly attribute all quotes and information to their sources. Include the source's role or qualification to add authority, and avoid anonymous sources unless necessary.



Maintain Flow

Introduce quotes with smooth transitions to prevent abrupt shifts. Use partial quotes or paraphrasing when it improves readability and integrates multiple perspectives logically.

 **Critical Reminder:** Never distort or misrepresent a source's statement. Avoid excessive or redundant quoting that interrupts story flow, and ensure relevance of each quote to the story's main point.

Editing for Structure, Flow, and Coherence

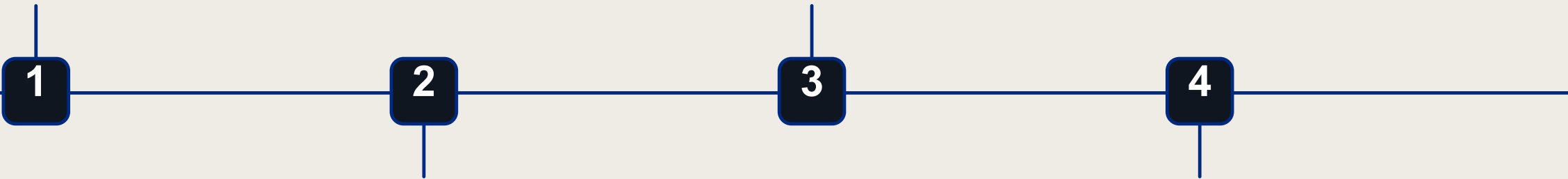
Editing is a crucial step in refining a story, ensuring that its structure, flow, and coherence are polished for clarity, readability, and professional quality. It corrects structural weaknesses, logical gaps, or inconsistencies while enhancing clarity and improving engagement.

Check Structure

Verify that the story follows the intended framework (inverted pyramid, narrative, thematic, etc.). Ensure the lead contains essential facts and that the body and tail support the main point.

Enhance Coherence

Confirm that all details relate to the main angle. Maintain consistent terminology, tone, and style throughout the piece.



Ensure Flow

Review transitions between paragraphs and sections for smooth progression. Reorder information if necessary to improve logical sequencing and remove redundancies.

Iterative Refinement

Perform multiple rounds of editing, including self-review and peer feedback. Focus on clarity, readability, and audience comprehension at each stage.

Core Principles of Effective Story Structure

Prioritization of Information

Present the most important facts first, particularly in hard news using the inverted pyramid structure. This ensures readers get critical information immediately, even if they don't finish the entire article.

Logical Flow

Ensure smooth transitions and sequencing to guide the reader naturally through the story. Each paragraph should connect logically to the next, creating a seamless reading experience.

Coherence and Unity

All details should support the main point and maintain consistency in tone, terminology, and focus. Every element must work together to strengthen the central message.

Adaptation to Story Type

- **Inverted pyramid:** Ideal for breaking news and concise reporting where speed and clarity are paramount
- **Narrative or chronological:** Suited for features and storytelling that require emotional engagement and detailed context
- **Thematic or analytical structures:** Useful for investigative journalism and complex topics that demand deeper exploration

Quotes, data, and sources should be incorporated strategically to enhance credibility and engagement, while background information should complement rather than overwhelm the main points. Continuous review through editing ensures clarity, flow, and coherence, improving readability and professionalism.

Techniques for Balancing Detail

01

Prioritize essential information

Present the most critical facts first.

03

Integrate supporting details strategically

Include statistics, quotes, and examples in moderation.

Tailoring Detail to Audience

- Consider the readers' knowledge level and interests.
- Provide background only if necessary for understanding the story.
- Avoid over-explaining common or obvious points.

02

Use concise language

Avoid wordiness, jargon, or overly complex sentences.

04

Break up text

Use short paragraphs and subheadings to enhance readability.

Tools and Consequences of Balance

Tools for Enhancing Readability

- Bullet points or numbered lists for complex information.
- Active voice to create direct and engaging sentences.
- Transitional phrases to guide readers through details.

Consequences of Poor Balance

- Too much detail: overwhelms or confuses the reader.
- Too little detail: leaves readers uninformed or skeptical.
- Both extremes reduce engagement and story effectiveness.

📄 **Summary:** Balancing detail and readability ensures that news stories are informative, clear, and engaging. By prioritizing key information, using concise language, tailoring content to the audience, and structuring paragraphs effectively, journalists can present comprehensive stories without compromising readability.

Integration of Quotes and Sources

Effective integration of quotes and sources strengthens a story by providing credibility, supporting facts, and varied perspectives, while maintaining flow and coherence.

Importance of Quotes and Sources

- Provide authenticity and authority to the story.
- Offer different perspectives, opinions, or expert insights.
- Enhance engagement by introducing human voices or real-life examples.

Placement of Quotes

- Embed quotes naturally within the paragraph to support key points.
- Avoid overloading the lead with quotes; use them strategically in the body.
- Ensure quotes reinforce the story's main angle.

Attribution and Flow Management

Attribution and Credibility

- Clearly attribute all quotes and information to their sources.
- Include the source's role or qualification to add authority.
- Avoid anonymous sources unless necessary, and provide context if used.

Maintaining Flow with Quotes

- Introduce quotes with smooth transitions to prevent abrupt shifts.
- Use partial quotes or paraphrasing when it improves readability.
- Integrate multiple perspectives logically to maintain coherence.

Avoiding Common Mistakes

- Do not distort or misrepresent a source's statement.
- Avoid excessive or redundant quoting that interrupts the story flow.
- Ensure relevance of each quote to the story's main point.

📄 **Summary:** Integrating quotes and sources effectively adds credibility, supports facts, and enriches storytelling. Proper placement, attribution, and flow management ensure that sources enhance the narrative without disrupting coherence or readability.

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Editing for Structure, Flow, and Coherence

Importance of Editing

- Corrects structural weaknesses, logical gaps, or inconsistencies.
- Enhances clarity, ensuring the reader can easily follow the story.
- Improves engagement and professionalism.

1

Checking Structure

Verify that the story follows the intended framework (inverted pyramid, narrative, thematic, etc.). Ensure that the lead contains essential facts and that the body and tail support the main point.

2

Ensuring Flow

Review transitions between paragraphs and sections for smooth progression. Reorder information if necessary to improve logical sequencing. Remove redundancies or irrelevant details that interrupt flow.

3

Enhancing Coherence

Confirm that all details relate to the main angle. Maintain consistent terminology, tone, and style. Verify that supporting facts and quotes strengthen the story rather than confuse it.

Iterative Refinement

- Perform multiple rounds of editing, including self-review and peer/editorial feedback.
- Focus on clarity, readability, and audience comprehension at each stage.
- Adapt edits for the target medium (print, digital, broadcast).

Effective story structure is the backbone of professional journalism, guiding the organization of information, clarity, and reader engagement. Mastery of story structure allows journalists to communicate news in a way that is clear, compelling, and credible, balancing accuracy with audience engagement.