

KISS and the five 'Ws'

a. What does the acronym in the title mean, and what are the five 'Ws'?

b. Which of these three introductory paragraphs is the best, and why?

1. *Two petrol bombs were thrown into a terraced house in Coventry badly burning a seven-month-old baby. Playing there was Sean Long, who was badly burnt after the bombs landed on a sofa.'*
2. *'A seven-month-old baby was badly burnt when two petrol bombs were thrown into a terraced house in Coventry.'*
3. *'A Coventry terraced house was hit by fire after two petrol bombs were thrown into its front room. Playing there was baby Sean Long, who was badly burned after the petrol bombs landed on a sofa.'*

c. Here are some facts about various events. Rewrite each group into a punchy introduction to a newspaper article.

1. A boy drowned.
He was 15.
He drowned in a swimming pool.
He was doing work experience.
The work experience was at a leisure centre.
2. The funeral of Chris Hani took place yesterday.
He was a black African leader.
He came from South Africa.
At the funeral there were many youths.
They were very angry.
They threw rocks and firebombs at the police.
3. A girl has disappeared.
It happened nearly two weeks ago.
She was mentally-ill.
Her mother is desperate.
Her mother is appealing for help.
Her daughter was 30.
4. A training plan is being set up.
It's a completely new plan.
It will cost £28,000,000.
Simon Mayo thinks it will be a surefire hit.
He thinks that young people will like it a lot.
He is a DJ.
He works for Radio One.
The training plan is for young people.
5. A BBC poll has been carried out.
People were asked questions about the Royal Family.
Results showed that the Royal Family's reputation is very low.
In fact, it has never been lower.
6. Julie Stott was English.
She was a tourist.
She was murdered.
Police have arrested three men.
The police were armed.
This happened yesterday.
7. Lesley Harrison was in hospital last night.
She is a policewoman.
She was fighting for her life.
She was seriously injured.
She was very brave.
She has been seriously injured four times before in her police career.
She hasn't been in the police for very long.
8. There was a crash yesterday.
It happened on a level crossing.
A train crashed into an articulated lorry.
The train was carrying passengers.
The level-crossing was in Cambridgeshire.
There was a report that 30 people were hurt.
9. There was a fire in Chilwell yesterday.
An elderly woman died.
She was in her bedroom.
The fire swept through the house.
People made desperate efforts to save her.
10. The unemployment level is now over 3m.
Many people are angry.
They demonstrated yesterday in the streets of Bishop's Stortford.
Many other people demonstrated in other parts of Britain.