

















Journalistic Writing Assessment Ladder



Masthead	
Date	
Headline – eye-catching / big / bold / capital letters – alliteration- word play	
Opening paragraph includes the 5 w's to sum up the story and interest the reader.	
By-line	
Third person – he / she / they	
Past tense	
Columns	
Photograph and caption	
Powerful verbs; e.g. strolled instead of walked	
Emotive language – tries to make the reader feel sad, happy, proud etc	
Short, snappy phrases	
Chronological order – the sequence in which it occurred	
Time connectives; First... After... Moments later... Finally... etc	
Standard phrases used when the writer is unsure of the facts; e.g. It was alleged...	
Quote – from somebody connected to the story; i.e. an eye-witness or an expert	

Name: _____ Class: _____ Date: _____