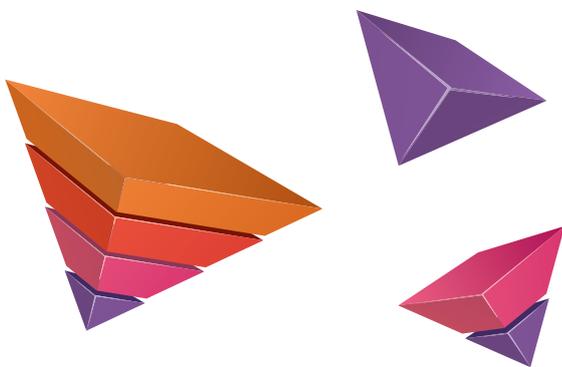


THE INVERTED PYRAMID

Newspaper articles are written so the information is given in order of importance. This style of writing is called The Inverted Pyramid.

The Inverted Pyramid style has the most important information in the lead paragraph. Each paragraph that follows provides further details that are also ordered from the most important to the least important.

In fact, if your editor has to cut the last paragraph from your report due to lack of space, the report should still make sense!



OFF INTO THE WILD!



MOST IMPORTANT

**Summary of the news
– all the key facts**

A GROUP of more than 150 tiny caterpillars born at Chester Zoo are destined to be wild butterflies, as part of a conservation plan to save a disappearing species.

1

Details of how the conservation project will work



The caterpillars of the large heath butterfly will be raised at the zoo before hibernating over winter. Next summer,

2

when they have turned into butterflies, they will be released in an area where the species has been extinct for 100 years.

Background info on the large heath butterfly

Large heath butterflies used to be common across the British Isles, but have slowly been pushed further and further north.

3

Who the zoo is working with

Chester Zoo is working with the Lancashire Wildlife Trust to try to save this species from local extinction.

4

LEAST IMPORTANT