

# Chronological

Building Your Article · By Simon Townsend · 1 min read

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You've made a mistake, in my opinion, of starting your article at the beginning, proceeding to the middle, and ending at the ending. In other words, your article is completely chronological. Everything is written about in the order-of-time during which it happened. Sometimes this form of writing is appropriate. Usually it's a bit (sorry, I must be blunt) . . . it's a bit boring. May I suggest you look at your article again? Maybe **START** with something (an incident?) that happens during the story. You've got to **GRAB** the reader's attention from the first word and from the first sentence. I see a lot of student articles that start something like this:

- It was 5.30am and my alarm clock went off . . .
- I first thought of taking a parachute jump at age six . . .
- "You must see Elvis's home, Graceland," Alison said, but 10 years passed before . . .

Sometimes, for a special reason, this form of opening may be appropriate, but usually it's not. It's better that journalists create an opening that is attention-grabbing. Don't be a slave to chronological story telling . . . unless it's for a specific purpose. Readers **LIKE** to be grabbed by the opening sentence:

- The Icelandic waiter pressed the knife against my throat and growled "No tip, madam?"
- "Your credit card is stolen," the Russian bank clerk said as he pressed an alarm and ?
- Fried cardboard, steamed leather and baked plastic make up the average dish in . . .

**MAKE** your reader want to read on.

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