

EDITORIAL WRITING

- ▣ **Introduction:**
- ▣ An editorial is an article that states the newspaper's ideas on an issue. These ideas are presented as opinion. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.

EDITORIAL WRITING

- ▣ Editorials appear on the newspaper's editorial page, a page which includes editorials, columns, opinion articles, reviews and cartoons. If the paper contains more than one opinion page, the others are called **op-ed pages**. Another important item that appears on the newspaper's editorial page is the **masthead**, also known as a **staff box**, which includes a statement providing the details of publication

EDITORIAL WRITING

- ▣ **WHAT SHOULD AN EDITORIAL DO?**
- ▣ **Criticize or attack:** If they criticize, they require suggestions for change. If you launch an attack against something, you must be impeccable in your charge. An attack is forceful; criticism does not have to be forceful, but it has to be held down with facts and suggestions for change.
- ▣ **Defend:** Stand up for an individual or an institution that is under attack by society.

EDITORIAL WRITING

- ▣ WHAT SHOULD AN EDITORIAL DO? (continued)
- ▣ Endorse: But you must give solid reasons for your endorsement of a political candidate, an issue, or the reasons behind building a new gymnasium.
- ▣ **Compliment:** Show evidence that the compliment is deserved. Do praise when warranted.

EDITORIAL WRITING

- ▣ WHAT SHOULD AN EDITORIAL DO? (continued)
- ▣ **Instigate, advocate or appeal:**

To instigate editorially would mean that the newspaper intended to go on a crusade for something-improvements in the school study hall system, for example. Or you might advocate that this be accomplished by backing suggestions put out by a school committee that studied the problem. An appeal editorial might mean that you'd encourage people to donate to a school fund drive or vote for a tax levy increase.

EDITORIAL WRITING

- ▣ WHAT SHOULD AN EDITORIAL DO? (continued)
- ▣ **Entertain:** An entertaining editorial is good for the reader's soul, but it should have a worthwhile point and should be written about something worth the reader's time.
- ▣ **Predict:** Support your predictions with fact.

EDITORIAL WRITING

- ▣ **QUALITIES OF A GOOD EDITORIAL:**
- ▣ **Clarity:** Precise conveyance of ideas
- ▣ **Colour:** Using words that evoke images
- ▣ **Concreteness:** Being specific
- ▣ **Economy:** Making every word count
- ▣ **Tone:** The general impression of the writing
- ▣ **Tempo:** The pace (how the writing moves- fluency)
- ▣ **Variety:** Vary word choice, sentences, length, and sentence structure

- ▣ An effective formula for editorial writing is SPECS:
- ▣ **S**tate the problem or situation;
- ▣ **P**osition on the problem;
- ▣ **E**vidence to support the position;
- ▣ **C**onclusions: Who's affected and how; state and refute the position of the other side
- ▣ **S**olutions to the problem: At least two.

EDITORIAL WRITING

- ▣ **Writing Process Of An Editorial:**

- ▣ **Invention: Choose an Issue**

Your editorial could be about how the readers could help the environment, inform the public about a particular endangered species, praise an effort by a group who has helped to take an endangered animal off of them endangered species list, or any other idea that can be used as an editorial.

EDITORIAL WRITING

- ▣ **Writing Process Of An Editorial: (continued)**
- ▣ **Collection:**
- ▣ Gather as many details from facts evidences etc, to convince others about your opinion.
- ▣ **Organization:**
- ▣ Stretch from straight forward opening to closing

EDITORIAL WRITING

- ▣ **Writing Process Of An Editorial: (continued)**
- ▣ **Drafting:**
- ▣ Body should have clear and accurate details and examples. Give strong arguments in beginning of editorial and at the end. Show the opposing arguments and their weaknesses. Offer a solution at the end. Stick to your argument or opinion.

EDITORIAL WRITING

- ▣ **Writing Process Of An Editorial: (continued)**
- ▣ **Revising:**
- ▣ Your editorial should be clear and forceful. Avoid attacking others, do not preach, paragraphs should be brief and direct. Give examples and illustrations. Be honest and accurate. Don't be too dramatic.
- ▣ **Proofreading:**
- ▣ Check content, format and mechanics

EDITORIAL WRITING

- ▣ **STRUCTURING AN EDITORIAL:**
- ▣ Whatever type of editorial you write, it must be built around a logical framework. It must have a/an:
 - ▣ **Introduction:** To get the reader's attention
 - ▣ **Body:** To persuade the reader
 - ▣ **Conclusion:** To prompt the reader into action

EDITORIAL WRITING

- ▣ Do's And Don'ts Of Editorial Writing:
- ▣ Do's:
- ▣ Change abstractions into living examples
- ▣ Highlight emotional hooks - a warm positive tone is essential
- ▣ Soften criticism; never divide your readership
- ▣ Speak as the voice of the whole community

- ▣ **Do's: (continued)**
- ▣ Tie the editorial to a news item or current issue of public concern
- ▣ Show a local flavour; local loyalties and interests relate to readers
- ▣ Beware legal challenges over reputations
- ▣ Avoid a preachy tone and rhetorical flourishes

EDITORIAL WRITING

- ▣ Do's: (continued)
- ▣ Convert statistics into fractions
- ▣ Simplify grammar and vocabulary
- ▣ Limit questions to a minimum; your task is to offer answers
- ▣ Clarify your point of view before beginning; state a Headline.
- ▣ Establish your authority, credibility
- ▣ Simplify expressions; talk plainly.

- ▣ **Do's: (continued)**
- ▣ Avoid language knots: in which, through which.., of which...
- ▣ Avoid lists; avoid "First, second ..." etc.
- ▣ Avoid need to cross reference: not "as was said above." name it again.
- ▣ Avoid dialogue. It is not a novel.
- ▣ Avoid "I you me" pronouns; use a plural voice
the community

EDITORIAL WRITING

- ▣ Don'ts:
- ▣ The singular pronoun "I"
- ▣ Falsehoods, suppositions, exaggerations
- ▣ Libel and defamation
- ▣ Advocate anything illegal
- ▣ Long paragraphs
- ▣ Subheadings

EDITORIAL WRITING

- ▣ Don'ts: (continued)
- ▣ Difficult, technical words
- ▣ Grammatical knots, confused writing
- ▣ Questions to finish.

REFERENCE

▣ <http://home.pacific.net.a>.



That's All
Thank
You