

WRITING AN EDITORIAL

English 621

Understanding the Task

- To write a good editorial, you should first feel strongly about something. A passionate interest in your subject will help convince readers that your editorial is worth reading.
- What do you feel strongly about?
- What would you like to see changed?

Getting Ready:

- **Forming a Preliminary Proposition**
 - A proposition is your editorial's thesis statement. It is a single sentence that tells your readers/listeners your judgment about something. This may change as you plan your editorial. Why?
 - As you prepare your editorial, you will be considering audience, purpose, and supporting details.

Determining Audience and Purpose

- Although the purpose of your editorial is to **PERSUADE** your readers/listeners that you are right, you may want to do more to bring them to your side.
- You want your readers to act on the opinion you have expressed. Perhaps you want them to change their behavior and/or get involved.

Audience

- Your audience will determine everything about your editorial:
 - Purpose
 - Final proposition
 - Evidence you use
 - Level of language (diction)
 - Tone

Audience

- As yourself these questions about your audience:
 - Does the audience understand the issue?
 - Does the audience share my opinion?
 - What is my purpose in addressing this audience?
 - Do I want this audience to share my opinion?
 - Do I want this audience to change its behavior?
 - What key facts does this particular audience need to know?
 - What level of language (diction) would work best for them?
 - What tone would work best with this audience?

ASSEMBLING REASONS TO SUPPORT YOUR PROPOSITION

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Support

- Once your proposition (thesis) is clearly stated, you need to assemble reasons or facts to support it.
- **Facts:**
 - Statements which can be proven to be true.
 - Use reliable sources (books, encyclopedias, sites or magazines with good reputations)
 - Expert opinions are also very valuable.

Presenting Your Evidence

- Once you have established the evidence that supports your opinion, you need to arrange your evidence in order.
 - The usual arrangement for an editorial is **CLIMACTIC ORDER**, which means building from least important to most important. In climactic order, you save your most compelling evidence for your final paragraph.
 - This ensures your essay/speech ends with the most important point.
 - Use an outline to plan the order in which you will present your evidence.

WRITING YOUR EDITORIAL

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Writing

- Finally, you are ready to begin writing.
- As you write, remember that vivid language that appeals to logic and emotions (AKA Rhetoric) will help hook your readers.
- When you are finished, make sure that you have used some of the strategies in the following checklist:

Editorial Checklist

- | | |
|---|---|
| □ Did I choose a topic about which I feel passionate? | □ Did I prepare an outline for my editorial? |
| □ Did I write a preliminary proposition based on my audience and purpose? | □ Did I use vivid language (loaded words/rhetoric) that appeals to my readers' logic and emotion. |
| □ Did I research my topic? | □ Did I present my arguments in a compelling order? |
| □ Did I find both facts and expert opinions? | □ Did I edit/proofread my final draft? |
