**[Writing an Editorial](http://www.geneseo.edu/~bennett/EdWrite.doc)**

**CHARACTERISTICS OF EDITORIAL WRITING**

An editorial is an article that presents an opinion on an issue in a newspaper, magazine’s or tv newscast. For a great example check out Rex Murphy on CBC’s “The National”.

Editorial writers build on an argument and try to persuade readers to think the same way they do. 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.

**Editorials have:**

1. Introduction, body and conclusion like other news stories

2. An objective explanation of the issue, especially complex issues

3. A timely news angle

4. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses

5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.

6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.

7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

**Four Types of Editorials Will:**

1. ***Explain or interpret***: Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.

2. ***Criticize:*** These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.

3. ***Persuade:*** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.

4. ***Praise:*** These editorials commend people and organizations for something done well. They are not as common as the other three.

**Writing an Editorial**

1. Pick a significant topic that has a current news angle and would interest readers.

2. Collect information and facts; include objective reporting; do research

3. State your opinion briefly in the fashion of a thesis statement

4. Explain the issue objectively as a reporter would and tell why this situation is important

5. Give opposing viewpoint first with its quotations and facts

6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.

7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.

8. Repeat key phrases to reinforce an idea into the reader's minds.

9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.

10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).

11. Keep it to 500 words; make every work count; never use "I"

**Assignment**

Yesterday I explained that you will be creating a writer’s resume, highlighting your best work in order to submit your work to a magazine that for which you’d like to write.

A common practice for magazines is to have potential employees submit an argumentative assignment with their resume. I want you to write an editorial for a magazine that you’d like to work with.

Follow the steps above an write an editorial that would be suitable for the magazine that you’d like to write for.

Good luck.