

Editorial Writing



<http://iteacher.com>

The editorial is the official stance of the publication.

An editorial is an expression of a newspaper's "feelings", generally decided by a polling of the staff or of the newspaper's editorial board. The most effective editorials are ones in which the possible stances are argued out and a position taken, after which the article is assigned to one staff member to write. When done this way, the results should be solid, responsible, well-thought out editorials.

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.
- **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.
- **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.
- **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.

How should an editorial be written?

Avoid moralizing editorials. They tend to preach and turn the reader off. 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

An effective formula for editorial writing is **SPECS**.

State the problem;

Position on the problem;

Evidence to support the position;

Conclusions: Who's affected and how;

Solutions to the problem: At least two.