

Persuasive Writing - The Editorial

Write an editorial on a topic of your choice. Your audience is your peers.

- * Plan your editorial by completing the outline provided. Include this in your portfolio.
- * Include the five elements of the editorial: proposition, context, evidence to support your proposition, logical and emotional language and brevity (250-400 words).
 - *Make sure your position (proposition) is clear and that your evidence supports and therefore proves it.
 - *Include a minimum of four pieces of evidence and three examples each of logical and emotional language.
 - *Your evidence may include common facts, examples, studies, various data, statistics, research, historical fact, experts' opinions, etc.
- * You must use **at least** three persuasive techniques and a call to action in your editorial. For each persuasive technique and for the call to action, write a brief (2-3 sentences each) explanation of how it serves to persuade your audience.
- * Revise your editorial to improve its content, clarity and interest. Verify the following:
 - _ Is your tone (serious, sarcastic, humorous, etc) appropriate to your topic?
 - _ Does your level of language appeal to your audience?
 - _ Does your evidence support your proposition and prove your point?
 - _ Do you use appropriate and persuasive diction?
 - _ Do you use appropriate persuasive techniques?
 - _ Do you appeal to both logic and emotion?
 - _ Is your vocabulary appropriate and your grammar correct?
- * On your final copy, highlight and label a) the elements of the editorial, b) the persuasive techniques and c) the call to action in your text.

I am looking forward to reading your editorial. Let's see if you can persuade me!