

Writing an Editorial

AN OPINION
PIECE BASED ON
FACTS,
STATISTICS,
QUOTES AND
RESEARCH.

The Five Elements of an Editorial


1. **Brevity:** The article is short – approximately 300 words. You must make every word count.
2. **Proposition:** A statement that tells you the writer’s opinion on the topic. May be found in intro paragraph, but can appear in the middle or the end of the editorial.
3. **Context:** The circumstance that made the writer want to express his opinion. Ex: The death of a celebrity
4. **Support:** Use evidence to bring readers to understand and even possibly believe your point of view. Based on different persuasive techniques and or expert opinions. Use of facts and statistics are beneficial.
5. **Logical and Emotional Language:** Vocabulary used to appeal to the minds of the readers (logical language) and vocabulary that appeals to the hearts of readers (emotional language)

Goal:


- The purpose of an editorial is to convince its readers.
- As an editorial writer you are to convince your readers of your point of view.
- To convince others of your opinion:
 - Use persuasive techniques
 - Logical and emotional language
 - Statistics and facts supported by research

Persuasive Writing Techniques

1. Glittering Generalities: Exaggerating the merits of a product using vague, unsupported and feel-good terms.




2. Testimonial: Someone (often a celebrity) will testify that the advertised product helped them or is good because they tried it.



3. Card-Stacking: Telling the facts for one side only.




4. Analogy: A literary device that helps the reader understand something unfamiliar by comparing it to something well-known.




5. Hyperbole: An overstatement or exaggeration.

Persuasive Writing Techniques


6. Parallelism: A balanced sentence that repeats certain words, phrases or structure, particularly in compound or complex sentences.



7. Repetition: Reinforces the writer's message or entertains the reader. Is used for emphasis and rhythm.




8. Rhetorical Question: A questions asked by a writer to which no answer is required. The writer thus implies that the answer is obvious. This technique is used to make the reader agree with the writer's point of view.




9. Emotional Appeal: Writer's may appeal to fear, anger or joy to sway their readers. This technique can also add excitement or tension to the text.

Persuasive Writing Techniques

10. Bandwagon: Trying to convince viewers that something is good because *everyone* is buying it, doing it, using it. It encourages people to jump on the bandwagon and go with the flow.



11. Name-Calling: Describing bad aspects of a competitor's product so that the advertised product seems better. **OR** Giving a negative label to someone or something in order to persuade readers to go against that opposing point of view.



12. Appeal to Authority: A writer may mention an important event or person to lend importance or credibility to his/her argument.

Words & Phrases Commonly Used in Persuasive Writing

WORDS

- Accordingly
- Because* Use sparingly
- Consequently
- Clearly
- Indeed
- Obviously
- Since
- Thus
- Therefore
- Subsequently

PHRASES

- For this reason
- This is why
- It is necessary to
- It makes sense to
- It seems clear that
- It stands to reason
- It then follows that
- We must

Persuasive Words and Phrases

Writing format

- Title, author (your name), and date at the top of the page.
- Add a picture. Choose a picture that will help your proposition.
- Introduce the context of your editorial.
- State the proposition (opinion) within a complete sentence.
- Develop arguments that support the proposition. Write within short paragraphs – more appealing to the readers.
 - Support the arguments presented with facts, statistics and research. Make sure to quote and identify sources.
 - Here is where you must use persuasive writing techniques

WRITING FORMAT

- Do not use MLA format
- Do not type double spaced
- Write within short paragraphs
- Use transitional words and phrases
- Use the font: Times New Roman, size 12
- Writing limit: 1 page

Editorial Topics:

- Are Smartphones making us stupid?
- Should community service be required in order to graduate high school?
- Do teenagers have the right to privacy?
- How to fight back against the body shaming trend.
- What is sugar really doing to your brain and body?
- Why manners matter.
- Are you addicted to your phone?
- Fast food: what and what not to eat.
- A vegetarian (or vegan) diet is best.
- Sports (health, kids, teens...)
- Hunting and fishing: an alternative level of education.
- Should beauty pageants still occur?
- Photoshopping people in ads and magazines should become illegal or limited by law.
- The extinction of privacy in a world of technology.
- Where's the balance when professional athletes make more money than our soldiers and veterans?
- “You can do anything!” – Is this something we should be telling our children?
- Is Trump a threat to Canada?
- A World in crisis: hurting instead of helping.
- Mental illness: a fight to end the stigma.
- Should there be an age limit for Trick or Treating?
- The Holidays: all about commercialism.
- Motivating our youth to be physically active.
- Stress and anxiety are on the rise for our teens: in need of understanding or in need of toughening up?
- Religions and traditions: losing value in a modern world.
- Social media: changing how we measure our worth.
- Kids and teens on a schedule: beneficial or harmful?
- Normalizing different kinds of beautiful.
- Normalizing breastfeeding in public places.
- Should we change the legal age to vote?
- Unsupervised play for children: beneficial or too risky?