English 10: Editorial A

An editorial is a short piece of writing in which the author persuades the reader to change his or her opinion or take action about the topic.

For example, in an editorial about texting and driving, the writing may persuade the audience that the government should pass stricter laws. The writer would show evidence (quotes, statistics, etc) demonstrating that stricter laws would make less people text and drive, therefore making the roads safer for everyone.

Requirements:

- Select a topic and have it approved by Mrs. Provost or Ms. Guariglio

- Research your issue
  - No wikipedia, yahoo answers, etc. allowed
  - Credible sources only
    - Remember to look for BIAS – check author, sponsor, date updated, links to other sites, etc.

- Use at least two different credible sources in your editorial.
  - This means you should have at least two quotes, one from each source.

- Give credit to your sources with IN-TEXT CITATIONS and a WORKS CITED PAGE.
  - Remember, you need in-text citations for paraphrased and quoted information!

- When quoting, embed your quotes (link them with your words).

- Length should be at least 300 words.

- Refer to the rubric for full explanation of criteria
Editorial Style

**KEEP IT TIGHT:** There’s no time for rambling and preambling. Have a point and get to it. Recap key facts and summarize your case like a prosecutor trying to sway a jury.

**TAKE A STAND:** Craft a strong thesis statement that urges action or invites reaction. Avoid broad, bland platitudes (like asking readers to “support America” or “study both sides of the tax plan”).

**ATTACK ISSUES, NOT PERSONALITIES:** Avoid name calling and mud-slinging. If someone’s actions are a problem criticize those actions and tackle the problem *without* cheap shots that make it personal.

**DON’T BE A BULLY:** Be precise, subtle, and clever. Sway and persuade, don’t bluster and bludgeon.

**CONTROL YOUR ANGER:** Beginners often find it easier to write an editorial (or a song or a poem) when they’re hurt or angry. If you’re extremely steamed, go ahead and write it—then toss it out and try again without the shrillness.

**WRITE A STRONG HOOK AND A STRONG FINISH:** Grab the reader’s attention at the start, maintain our interest, and then wrap things up with a thoughtful ending. Don’t let your arguments just dribble away; reward your reader with a conclusion that smartly caps off the case you’ve made.

**AVOID GENERALIZATIONS:** Don’t use words like “all, most, some, few” unless you have statistics or a quote for support. Avoid being vague. It makes your argument look weaker.

**Final Advice:** Read editorials in the newspaper! They are found in the opinion section. By reading a variety of editorials, you will help improve your understanding of editorial style.