Presentation on theme: "Editorial Writing."— Presentation transcript:

[1](https://slideplayer.com/slide/14572158/90/images/1/Editorial%2BWriting.jpg) Editorial Writing

[2](https://slideplayer.com/slide/14572158/90/images/2/The%2BEditorial%2BPage%2BThe%2Beditorial%2Bpage%2Bof%2Bany%2Bnewspaper%2Bis%2Bthe%2BVOICE%2Bof%2Bthe%2Beditorial%2Bstaff%2Band%2Bthe%2Breaders..jpg) The Editorial PageThe editorial page of any newspaper is the VOICE of the editorial staff and the readers.It expresses the opinion of whatever the management of the publication feels in relation to the present occasion.

[3](https://slideplayer.com/slide/14572158/90/images/3/Objectives%2Bof%2Ban%2BEditorial.jpg) **Objectives of an Editorial**
To explain and interpret the news, to put it in on its proper perspective, to analyze it, to draw conclusions from that analysis andTo persuade the readers to follow a course of action that the newspaper believes is for the public good regardless of party interests involved

[4](https://slideplayer.com/slide/14572158/90/images/4/Functions%2Bof%2Ban%2BEditorial%2BWriter.jpg) **Functions of an Editorial Writer**
Explaining the newsFilling the backgroundForecasting the futurePassing moral judgment

[5](https://slideplayer.com/slide/14572158/90/images/5/Principles%2Bof%2BEditorial%2BWriting.jpg) **Principles of Editorial Writing**

[6](https://slideplayer.com/slide/14572158/90/images/6/The%2Bcode%2Bof%2Bprinciples%2Bemphasizes%2Bthe%2Bscientific%2Bmethod%2Bin%2Barriving%2Bat%2Band%2Bpresenting%2Bthe%2BTRUTH..jpg) **The code of principles emphasizes the scientific method in arriving at and presenting the TRUTH.**
The editorial writer should present facts honestly and fully.The editorial writer should draw objective conclusions from the stated facts, basing them upon the weight of evidence and upon his considered concept of the greatest good.The editorial writer should never be motivated by personal interest, nor use his influence to seek special favors for himself or for others.The editorial writer should realize that he is not infallible.

[7](https://slideplayer.com/slide/14572158/90/images/7/The%2Beditorial%2Bwriter%2Bshould%2Bregularly%2Breview%2Bhis%2Bown%2Bconclusions%2Bin%2Bthe%2Blight%2Bof%2Ball%2Bobtainable%2Binformation..jpg) The editorial writer should regularly review his own conclusions in the light of all obtainable information.The editorial writer should have the courage of well- founded conviction and democratic philosophy of life.The editorial writer should support his colleagues in their adherence to highest standards of profession integrity.

[8](https://slideplayer.com/slide/14572158/90/images/8/Understanding%2Bthe%2BWriting%2BProcess.jpg) **Understanding the Writing Process**
How to write?Understanding the Writing Process

[9](https://slideplayer.com/slide/14572158/90/images/9/Prewriting%3A%2BPlanning%2Bwhat%2Bto%2Bwrite.jpg) **Prewriting: Planning what to write**
Choose a topic. You can choose to tackle any of the issues, events, faces appearing in the news but try as much as possible to make the editorial acquire the following values:Current and timelySubstantiveOffers insightFree of conflict of interest

[10](https://slideplayer.com/slide/14572158/90/images/10/Prewriting%3A%2BPlanning%2Bwhat%2Bto%2Bwrite.jpg) **Prewriting: Planning what to write**
Obtain background material and information about your topic. Observe, read, interview.Identify your purpose and audience – will it merely inform? Or do you want to interpret, criticize, suggest reforms, urge readers to action?Explain or interpret the way the newspaper covered a sensitive or controversial subjectCriticize constructively actions, decisions or situationsPraise to commend people or organizations for a job well donePersuade to get readers immediately see the solution and not the problem

[11](https://slideplayer.com/slide/14572158/90/images/11/Prewriting%3A%2BPlanning%2Bwhat%2Bto%2Bwrite.jpg) **Prewriting: Planning what to write**
Brainstorm IdeasFinding ideas: free writing, clusteringReading, journal writingOrganize Information – briefly outline your facts logically before writing the piece.Choosing detailsOrdering details

[12](https://slideplayer.com/slide/14572158/90/images/12/Drafting%3A%2BWriting%2Bthe%2Bfirst%2Bdraft.jpg) **Drafting: Writing the first draft**
Editorials usually have three parts:The beginningThe body andThe conclusion

[13](https://slideplayer.com/slide/14572158/90/images/13/HOW%2Bdo%2BI%2Bbegin%2B%21%21%21.jpg) HOW do I begin???!!!

[14](https://slideplayer.com/slide/14572158/90/images/14/The%2BBeginning%3A%2BEditorial%2BLead.jpg) **The Beginning: Editorial Lead**
The editorial lead, like in the news story, is the main ideas of the story. However, it is not considered the heart of the story unlike in the news.The heart could be in the middle or at the end, depending upon the whims and style of the editorial writer.Remember that it must contain enough “sparks” to urge the readers to read the whole article. A flat, dull and dragging lead will readily turn readers away.It does not have to follow the traditional five W’s and one H.The editorial writer has more freedom to display his creativity than the news writer in the writing of the lead.

[15](https://slideplayer.com/slide/14572158/90/images/15/Emphatic%2Bstatement%2Bor%2Bmaxim%2BA%2Bstriking%2Bstatement%2Babout%2Bthe%2Btopic..jpg) **Emphatic statement or maxim A striking statement about the topic.**
The opening statement must be brief. It may consist only of the news on which the editorial is based, or the topic or problem to be taken up. It may be:Emphatic statement or maximex. The law might be harsh, but it is the law.A striking statement about the topic.ex. Patriot, orator, lawyer, martyr – that was Jose Abad Santos.A quotationex. “Time is gold,” so the saying goes.

[16](https://slideplayer.com/slide/14572158/90/images/16/Opening%2Bstatements%E2%80%A6%2BNarration%2BAn%2Border%2BA%2Bquestion.jpg) **Opening statements… Narration An order A question**
ex. October saw a long and heated debate in the Constitutional Convention Hall which resulted in the passing of a resolution lowering the voting age from 21 to 18.An orderex. Go out and vote.A questionex. Remember a time before Iphones?

[17](https://slideplayer.com/slide/14572158/90/images/17/Opening%2Bstatements...%2BPoetic%2BProphecy%2BReaction.jpg) **Opening statements... Poetic Prophecy Reaction**
ex. In the darks depths of man’s labyrinth of fears may lie hidden a ray of hope which man, in his despair over other problems, may have overlooked.Prophecyex. If nothing is done, we will wake up one day to find that there are not enough schools for our children.Reactionex. Never has the government been so concerned with labor as it is now.

[18](https://slideplayer.com/slide/14572158/90/images/18/Opening%2Bstatements%E2%80%A6%2BMixture%2Bof%2Bfacts%2Band%2Bopinion.jpg) **Opening statements… Mixture of facts and opinion**
ex. It is encouraging to note that students would rather take active part in school affairs than remain onlookers.A news pegex. This year’s Shorian Shield results need looking in to.Note: The exact type of lead to use depends upon the nature and purpose of the editorial. Usually it is best to state briefly the situation that stimulates the editorial

[19](https://slideplayer.com/slide/14572158/90/images/19/The%2BBody%2BThe%2Bbody%2Bshould%2Binclude%2Bthe%2Beditorial%E2%80%99s%2Bbasic%2Bfacts%2C%2Bthe%2Bcauses%2Band%2Beffects%2Bbehind%2Bincidents%2C%2Bsituations%2C%2Billustrations%2Band%2Barguments..jpg) The BodyThe body should include the editorial’s basic facts, the causes and effects behind incidents, situations, illustrations and arguments.

[20](https://slideplayer.com/slide/14572158/90/images/20/The%2BConclusion.jpg) The ConclusionThe last part drives home the final important thought or direction. This conclusion may be in the form of advice, challenge, command or just a rounding out or a simple summary.

[21](https://slideplayer.com/slide/14572158/90/images/21/Drafting%3A%2BWriting%2Bthe%2BCONCLUSION.jpg) **Drafting: Writing the CONCLUSION**
If the editorial must have an impelling lead paragraph, it follows that it must also have a good ending.The writer must remember that the most emphatic positions are the beginning and the end.

[22](https://slideplayer.com/slide/14572158/90/images/22/Here%2Bare%2Bsome%2Btypical%2Blast%2Bparagraphs%3A.jpg) **Here are some typical last paragraphs:**
Proverbex. Savage sentences ought to be deplored. But there is only safe rule to follow when travelling abroad. When in Rome, do as the Romans do.Quotationsex. A book by Dennise and Ching Ping Bloodworth offers us an insight into the ways of statecraft. We think this quotation from the book a timely reminder: “…A country or a party should form a vertical ‘united front’ with enemies who can be liquidated later, in order to be able to destroy the enemy who must be liquidated now.”

[23](https://slideplayer.com/slide/14572158/90/images/23/Last%2Bparagraphs...%2BAdvice%2BComparison%2BContrast.jpg) **Last paragraphs... Advice Comparison Contrast**
ex. We must always be on the guard against these lawless elements.Comparisonex. Other countries were able to save their forests by buying our exported logs. For a few thousand dollars, we are practically selling them the environs of future generations of Filipinos.Contrastex. Societal reforms cannot, indeed, make headway if more privileges are piled up for a few while the great majority of the population become mere onlookers.

[24](https://slideplayer.com/slide/14572158/90/images/24/Last%2Bparagraphs...%2BCrusading%2BArgumentative%2Bex.%2BGet%2Bout%2Band%2Bvote%21.jpg) **Last paragraphs... Crusading Argumentative ex. Get out and vote!**
ex. We therefore urge the police, the local governments, the BAI, and the courts to crack down hard on dog thieves. In the old American West, horse thieves were lynched. We are not advocating the same punishment for dog thieves but they should be treated as criminals, not as mere pranksters. If we don’t, our moral values will certainly go to the dogs.

[25](https://slideplayer.com/slide/14572158/90/images/25/Last%2Bparagraphs...%2BFormal%2Band%2Bthe%2Bstandard%2Bform%2BConclusion.jpg) **Last paragraphs... Formal and the standard form Conclusion**
ex. We hope it is not too late. It is about time the proper steps are taken.Conclusionex. With these improvement programs, the people of Manila and suburbs are assured of good water supply and efficient service.

[26](https://slideplayer.com/slide/14572158/90/images/26/Tips%2Bfor%2Bwriters.jpg) Tips for writers

[27](https://slideplayer.com/slide/14572158/90/images/27/Simple%2Bstyle%2BAvoid%2Bhighfalutin%2Bwords.jpg) **Simple style Avoid highfalutin words**
Learn to develop a simple, clear, direct and vigorous style of writingChoose your words that will accurately describe or explain a point or issue

[28](https://slideplayer.com/slide/14572158/90/images/28/Sound%2Breasoning%2BSupport%2Barguments%2Bwith%2Bthe%2Bright%2Bfacts.jpg) **Sound reasoning Support arguments with the right facts**
Logical thinking shows the writer’s competenceCluttered ideas and unsubstantiated arguments shoo readers away

[29](https://slideplayer.com/slide/14572158/90/images/29/Brief%2C%2Bexact%2B%26%2Bconcise%2B250%2Bto%2B350%2Bwords.jpg) **Brief, exact & concise 250 to 350 words**
Complex sentences and long paragraphs are wearisome and dull the sensesSee to it that every word used counts and serves its purpose

[30](https://slideplayer.com/slide/14572158/90/images/30/One-editorial%2C%2Bone-point%2Brule.jpg) **One-editorial, one-point rule**
Focus on a themeAlways have one point to convey to the readersSeveral points confuse the readers

[31](https://slideplayer.com/slide/14572158/90/images/31/Be%2Bspecific%2BUse%2Bconcrete%2Bfacts%2Band%2Bfigures%2Bnot%2Bgeneral%2Bideas%2C%2Bterms%2Bor%2Bstatements..jpg) Be specificUse concrete facts and figures not general ideas, terms or statementsHazy and broad generalizations do not impress

[32](https://slideplayer.com/slide/14572158/90/images/32/If%2Ba%2Bnewspaper%2Bwere%2Ba%2Bliving%2Bthing%2C%2Bas%2BI%2Bthink%2Bit%2Bis%2C%2Bits%2Bnews%2Bcontent%2Bmay%2Bbe%2Bthe%2Blifeblood%2C%2Bthe%2Bfront%2Bpage%2Bmay%2Bbe%2Bits%2Bface%2Bbut%2Bits%2Beditorials%2B%E2%80%93%2Bits%2Bcriticism%2Band%2Bcommentary%2B%E2%80%93%2Bare%2Bits%2Bvery%2Bsoul.%2BAnd%2Bwhen%2Bthe%2Beditorials%2Bare%2Bflabby%2C%2Bcomplacent%2Bor%2Birresponsible%2C%2Bthen%2Bthe%2Bnewspaper%2Bhas%2Blost%2Bits%2Bsoul%2B%E2%80%93%2Band%2Balso%2Bits%2Bcharacter..jpg) “If a newspaper were a living thing, as I think it is, its news content may be the lifeblood, the front page may be its face but its editorials – its criticism and commentary – are its very soul. And when the editorials are flabby, complacent or irresponsible, then the newspaper has lost its soul – and also its character.”- John B. Oakes, New York Times