

Editorial writing

How to write

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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 timely
 - Substantive
 - Offers insight
 - Free of conflict of interest

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 subject
- Criticize constructively actions, decisions or situations
- Praise to commend people or organizations for a job well done
- Persuade to get readers immediately see the solution and not the problem

- Planning what to write
- Brainstorm Ideas
- Finding ideas : free writing, clustering
- Reading, journal writing
- Organize Information – briefly outline your facts logically before writing the piece.
- Choosing details
- Ordering details

Drafting : Writing the first draft

- Editorials usually have three parts:
- The beginning
- The body and
- The conclusion

HOW do I begin???!!!

- The Beginning: Editorial Lead
- The editorial lead, like in the news story, is the showcase of the write-up. 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.

- 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 maxim
- ex. 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 quotation
- ex. “Time is gold,” so the saying goes.
- “ Education is the best provision for old age.” Such were the words of Greek Philosopher Aristotle.

- Narration
- 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 order
- ex. Go out and vote.
- A question
- ex. Remember the legend of the poinsettia and the story of the sanctuary bells?
- Opening statements...

Opening statements...

- Poetic
- 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 .
- Prophecy
- ex. If nothing is done, we will wake up one day to find that there are not enough schools for our children.
- Reaction
- ex. Never has the government been so concerned with labor as it is now.

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 peg
- ex. This year's NCEE results in VHS need looking into.
- 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

The Body

- The body should include the editorial's basic facts, the causes and effects behind incidents, situations, illustrations and arguments.

Drafting : Writing the BODY

- When writing the body, remember to:
- Keep an eye on the list of points you intend to discuss.
- Write without worrying whether the wording of each sentence is perfect and
- Leave plenty of room for rewriting

The Conclusion

- The 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 .

Drafting: Writing the CONCLUSION

- If the editorial must have an impelling lead paragraph, it follows that it must also have a good ending - one that could literally clinch the “ballgame.”
- The writer must remember that the most emphatic positions are the beginning and the end .

some typical last paragraphs:

- Proverb
- ex. 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.
- Quotations
- ex. 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.”

Last paragraphs...

- Advice
- ex. We must always be on the guard against these lawless elements.
- Comparison
- ex. 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.
- Contrast
- ex. 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.

Last paragraphs...

- Crusading
- ex. Get out and vote!
- Argumentative
- 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 are 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.

Last paragraphs...

- Formal and the standard form
- ex. We hope it is not too late. It is about time the proper steps are taken.
- Conclusion
- ex. With these improvement programs, the people of Manila and suburbs are assured of good water supply and efficient service.

After writing the draft...

- Revise your work.
- Add action and clarity to writing
- Reread your draft carefully
- Focus sentences through parallelism and translation
- Rethink, reevaluate and rewrite
- Use transitions
- Move sentences Add words and phrases

After writing the draft...

- Proofreading and Editing
- Concentrate on surface features of your writing
- Check for clarity
- Check for errors in grammar, punctuation, mechanics and spelling
- Publishing
- Prepare copy for print, broadcast or electronic media
- Follow style sheet
- Choosing a way to present your work:
- Print
- Broadcast Electronic Media