

Editorial Writing

Huge Stand, Huge Responsibility



The Real Thing...

Editorials

- **C**onsidered opinions of newspaper.
- They usually appear on the editorial or opinion page to differentiate them from news stories.
- Editorials comment on issues reported in the news articles. Weighing and presenting arguments, an editorial reaches a conclusion and makes a recommendation regarding an issue.

The Real Thing...

- The **editorial** is the official stand of a newspaper. Because of these they are written in such a way that it carries the opinion of the whole publication
 - The use of “we” and “our” is properly used.
 - “I” and “my” are not used because they indicate personal opinion of a single writer.
 - The editorial always includes a title.
- The length of the editorial depends on the space provided by the publication.

EDITORIAL VARIETY

Persuasive Editorial

- attempts to sway the reader to a particular point of view.
- it can support or oppose a current viewpoint or action, and then recommend a course of action.

- explains the proposal, action, or viewpoint in question; takes a stand, lists and explains reasons for taking this stand, then closes with arguments why the reader should agree with the stand.

EDITORIAL VARIETY

Explanatory Editorial

- is usually tied to news event, an action recently taken, or a proposed action
- explains the causes of an event or recent action or the reasons behind proposed action and takes in the possible effects of the situation.
- may support what has or what will happen, or it may call for further study of the situation.

- describes the event, action, or proposal, then explains the causes and reasons involved. This is followed by an assessment of importance, a look at possible effects, then a statement of support or a call for further study.

Ang Konstitusyon ang “boss” ng SC

- ▶ Kung si President Noynoy Aquino ay lagi nang bukambibig na ang taumbayan ang kanyang “boss,” sinabi naman ni Supreme Court Justice Maria Lourdes Sereno na ang kanyang katapatan ay nasa Konstitusyon. Naglalita si Sereno sa mediamen noong Huwebes at mariin niyang sinabi na ang SC ay isang independent na korte at tangi nilang susundin ay ang nakatadhana sa Konstitusyon. “It should be clear to everybody that the Supreme Court could only be loyal to the Constitution,” sabi ni Sereno. At idinagdag pa niya, “The Judiciary is strong if the people believe in it.”
- ▶ (1)

Ang Konstitusyon ang “boss” ng SC

- ▶ Ito ang unang hayagang pagsasalita ni Sereno sa harap ng media makaraan ang mahigit dalawang buwan mula nang ideklara ng SC na illegal ang Disbursement Acceleration Program (DAP) na nilikha ng Malacanang. Nanaig ang 13-0 vote. Ayon sa SC bawal ang paglilipat ng pondo mula sa ibang departamento. Ang arketikto ng DAP ay si Budget Sec. Florencio Abad. Umani ng batikos si Abad dahil sa kontrobersiyal na DAP. Napag-alaman na galing din sa Dap ang ipinamudmod sa mga senador makaraang maimpeached si Dating Sc chief Justice Renato Corona.
- ▶ (2)

Ang Konstitusyon ang “boss” ng SC

- ▶ Mula nang lumabas ang pasya ng SC sa DAP, nagkaroon na ng “lamat” sa pagitan ng Executive at Judiciary. Hindi matanggap ng Malacanang ang pasya ng SC kaya nang magsalita si P-noy sinabing iaapela raw ang desisyon. Tila may hinanakit ang Presidente sa hindi

inaasahang pasya ng SC ukol sa DAP lalo pa’t siya ang nag-appoint kay Sereno sa puwesto.

- ▶ (3)

Ang Konstitusyon ang “boss” ng SC

- ▶ Hanggang sa magkasunod-sunod pa ang isyu sa pagitan ng Malacanang at SC. Sinabi ni P-noy na kailangan daw magkaroon ng transparency sa SC sa pamamagitan ng paglalantad ng SALN ng mga justices. Ito ay makaraang tanggihan ng SC ang hiling ng BIR na magbigay ng kopya ng kanilang SALN ang mga justices. Wala naman maipaliwanag ang SC kung bakit ayaw nilang ibigay ang kanilang SALN.
- ▶ (4)

Ang Konstitusyon ang “boss” ng SC

- ▶ Sa nangyaring “gusot,” makikitang may sariling desisyon at kalayaan ang SC. Hindi sila maaring diktahan kahit na nag-upo pa sa kanila. Loyal nga sila sa Konstitusyon. Wala silang ibang “boss” kundi ang Saligang Batas. Sana nga ay manatiling ganito ang SC na malayo sa anino ng mga pulitiko. Susuportahan sila ng taumbayan kung iimbestigahan din ang mga corrupt sa judiciary.

Pilipino Star NGAYON

Sabado, Agosto 30, 2014

- ▶ (5)

EDITORIAL VARIETY

Critical Editorial

- is very common and, unfortunately, is easily abused
- uses a reasonable tone, logical thinking, and offer solutions, suggestions, or alternatives.

- begins with a brief explanation of a problem and states the need for change. A discussion of weaknesses, errors, or causes follows. Then a solution, suggestion, or alternative is offered, along with supportive reasons for the proposed action.

EDITORIAL VARIETY

Laudatory Editorial

- seldom seen in any but the best for school newspaper
- praises or thanks an individual or group for accomplishments or actions

-identifies the group or individual to be praised and describe the achievement accomplished. After an explanation

EDITORIAL VARIETY

Editorial Commentary

- takes the form of an editor's column or a column by another staff member.
- can represent the staff's opinion and be unsigned (printed without a byline) and presented in the same fashion as any other editorial.

-observes or comments on a situation. Its purpose is to provoke thought about, or perhaps, encourage participation in the situation.

EDITORIAL VARIETY

Leadership Editorial

- an editorial campaign to bring about change in the school environments.
- usually presented in a series, and seeks to initiate programs, actions, new policies, or changes in attitudes or direction.

-first of a series defines the goals, explains the reasons for attempting these goals, and outlines the steps necessary to achieve them. The closing paragraph urges readers to support efforts to attain the goals. Additional editorials target intermediate goals, present progress reports, and comment on the status of the campaign.

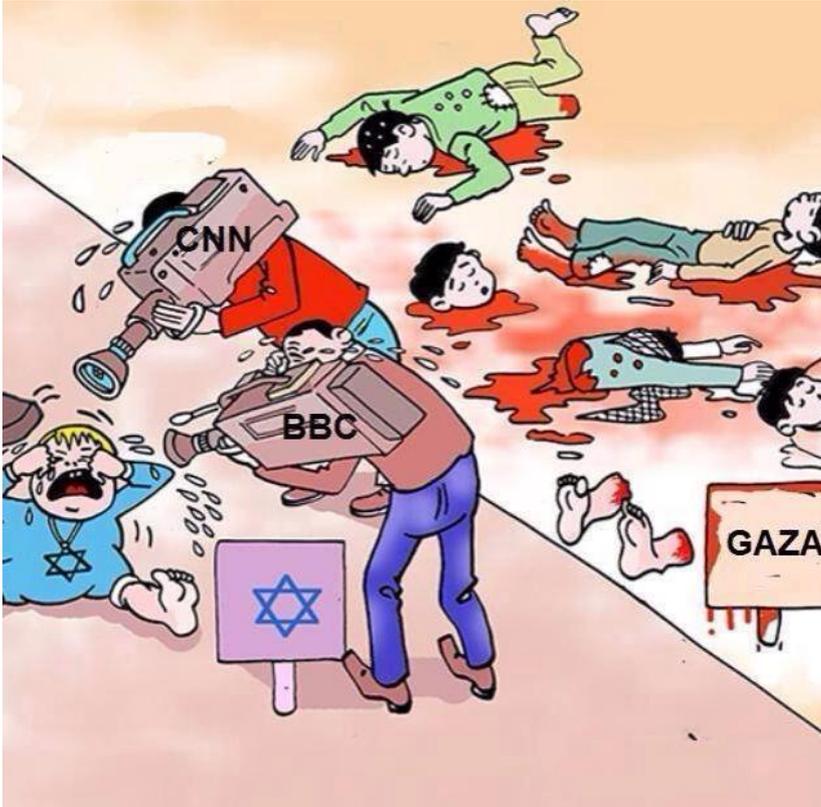
EDITORIAL VARIETY

Entertainment Editorial

- usually appears as column
- has a serious point to make but do so in a light, usually humorous fashion.

-uses anecdotes, exaggeration, satire, or other forms of humor, the writer identifies and comments on a current situation, with the point coming at the conclusion of the commentary. The humor should not be vengeful or directed against individuals or groups or their personal beliefs.

The Editorial Cartoon



Preparing to write an editorial

- Select only one specific, limited idea to develop. Before writing, phrase this idea into one sentence and then expand that sentence into an editorial. In this way you will be certain of having unity, or one main idea.

Preparing to write an editorial

- Be sure the topic is of interest to your readers. (Try to base your editorials on timely topics, if possible.)
- Have a purpose well in mind.

Preparing to write an editorial

- Think through the topic to be sure you understand it fully.
- Obtain enough reliable data to accomplish your purpose. (Too many school editorials are written after little if any research. **Most editorials require accurate reporting, just as do news stories.** They should be based on facts that are included in the editorial.)

STRUCTURE OF AN EDITORIAL

- ▶ Generally you can divide an editorial into three or four parts. Some will be as simple as an **introduction**, **body**, and **conclusion**.
- ▶ The specific parts of an editorial are
 - ▶ **Introduction** – a short statement of background concerning the editorial topic.
 - ▶ **Reaction** – the position of the editorial or newspaper.
 - ▶ **Details** – support the position or opinion the newspaper is taking.
 - ▶ **Conclusion** – comments or recommended solutions, alternatives, directions, and a restatement of the paper's position.

Writing the Editorial

- ▶ Organize the editorial into three parts: the introduction, the body, and the conclusion. Originality in form is often desirable, particularly if it will enhance the content.
- ▶ Win the reader's interest with an impelling lead.

Writing the Editorial

- ▶ Develop the body by presenting your facts clearly and concisely.
- ▶ Avoid trite generalizations such as *Time is your most valuable possession* or *The future of you and your children depends on the teachers of tomorrow*. Instead use plenty of facts. Let the reader draw generalizations.

Writing the Editorial

- ▶ End the editorial appropriately. If you have a formal conclusion, be sure the ending has punch and leaves the reader with a definite idea. Often the best editorials do not have a formal conclusion. They leave it to the reader to decide what is best to do after stating the problem, pointing out the good and bad features, and raising questions.

Writing the Editorial

- ▶ Remember that the most emphatic positions are the beginning and end.
- ▶ Keep your editorial short, rarely more than 250 to 300 words.
- ▶ Don't preach. Present the facts and let the reader draw conclusions as to what should or should not be done. Using examples that the reader can feel a part of is an effective device.

Writing the Editorial

- ▶ Do not write down to readers. For example, a simple adult-level explanation of the need for hall passes when classes are in session will do more to convince than any amount of punishing those who refuse to cooperate with hall guards.
- ▶ Use indirect methods occasionally to win readers. If you present the right facts, readers can reach their own conclusion.

Writing the Editorial

- ▶ Relate editorials directly to the lives of your readers by seeking a local angle.
- ▶ Follow all the principles of effective writing that bring about unity, coherence, and emphasis.
- ▶ Write simply.
- ▶ Normally avoid the first person *I* unless it is appropriate. Use instead *we* or the newspaper's name.

Writing the Editorial

- ▶ Editorials should usually be the opinion or viewpoint of the newspaper staff. Only rarely are they the opinion only of the individual writing the editorial, called *signed editorial* or *column*. The editorial board usually discusses possible editorial issues and designates the best-qualified editor to write the editorial presenting the paper's opinion.

WRITING THE PARTS OF AN EDITORIAL

Introduction – you state as briefly as possible the background and topic

Last week the Parents Teachers Association (PTA) decided to close the school cafeteria because the place remained dirty despite repeated calls for cleaning up. Thrash left from lunches, used bottles and plastic cans were found on tables, chairs, floors. Even left-over food were piled to rot in a corner. PTA members had complained about these in the past to no avail.

WRITING THE PARTS OF AN EDITORIAL

Reaction – sets the reader up to receive the opinion

The PTA decision was correct and necessary. Not only does the dirty cafeteria cause health problems to students, it gives a bad reflection of the school as well.

WRITING THE PARTS OF AN EDITORIAL

Details – support your reaction and lead to a conclusion

The problem surfaced several months ago when the PTA inspected the school laboratories and facilities. The PTA members found the cafeteria messy and unclean that time.

After the inspection, Mr. Rene Ramirez, the PTA president, held a dialog with the cafeteria manager and appealed for the maintenance of canteen cleanliness.

The canteen became clean for about a month. After that, the place went back to its old dirty state.

WRITING THE PARTS OF AN EDITORIAL

Conclusion – repeats the stand or position or offer alternatives and solution

We support the closing of the canteen in the hope that when it opens again, a cleaner, safer cafeteria will serve the school. More than our support however, we believe that maintaining the cafeteria clean and safe is everybody's duty. It is not the duty of the management alone, not the duty of the PTA alone, but the duty of all of us.

Checking Your Editorial

- ▶ Are the form and style appropriate to the content and purpose?
- ▶ Does it have a purpose and accomplish that purpose?
- ▶ Does it make the reader think?
- ▶ Does it reflect the writer's originality and ingenuity?

Checking Your Editorial

- ▶ Is the writing clear, vigorous, direct, and simple?
- ▶ Is the wording exact?
- ▶ Does the editorial reflect clear, logical thinking?
- ▶ Does it give evidence of accurate knowledge?

Checking Your Editorial

- ▶ Does it have plenty of facts?
- ▶ Does it sound sincere?
- ▶ Does the opening sentence employ the principles used in any good sales letter, especially attention and interest?
- ▶ Are the paragraphs comparatively short?

Checking Your Editorial

- ▶ Is the editorial brief and pointed, not overwritten?
- ▶ Is the subject matter significant?
- ▶ Does the editorial make its point without preaching?

Headlining Your Editorial

- ▶ A headline for an editorial should create interest, yet inform the reader of the content. Headlines, like editorials, should not preach.
- ▶ An occasional editorial headline, unlike a news headline, may be just a label, but preferably should have a subject and a verb just like a news headline.

Headlining Your Editorial

- ▶ Avoid the trite in writing headlines. The headline should be fresh and original as the subject matter and tone of the editorial permits.
- ▶ Usually an editorial is a single line across the column. It may, however, be two or more lines.
- ▶ Most editorials appear on the editorial page. “An Editorial” may appear on the front page.

Political Mischief in the Philippines

August 28, 2014

- ▶ President Benigno Aquino III of the Philippines is now hinting at running for a second term in 2016, which would require a constitutional amendment. He has also suggested limiting the power of the Supreme Court, which, on July 1, declared parts of Mr. Aquino's economic program illegal. That, too, would require adjusting the Constitution. These threats jeopardize Philippine democracy.

- ▶ Mr. Aquino wants more time to complete his reform programs, but there will always be unfinished business. The 1987 Constitution limits the president to a single six-year term. The Constitution was promulgated under his mother, Corazon Aquino, after the overthrow of the 20-year dictatorship of Ferdinand Marcos. Despite her efforts, the presidency remained the fount of patronage and a source of corruption. Mr. Aquino's two immediate

predecessors, Gloria Macapagal Arroyo and Joseph Estrada, were charged after they left office with illegally feeding from the public trough. Ms. Arroyo was charged with misusing lottery funds. Mr. Estrada was removed from office and convicted of various corruption charges, but was pardoned in 2007.

- ▶ Mr. Aquino believes that the Supreme Court has grown too powerful and that someone needs to reassert executive authority. By 13-0 vote, the court struck

down a spending program he created to stimulate the economy. It ruled that he had exceeded his authority in disbursing funds and that parts of the program consisted of irregular pork-barrel spending.

- ▶ Mr. Aquino came to power in 2010 vowing to rid the Philippines of corruption. At that time, the country ranked 134th in Transparency International's corruption index. In 2013, it ranked 94th. Mr. Aquino should uphold

the Constitution of a fragile democracy if only out of respect for his father, who was assassinated in the struggle against Marcos, and for his mother, who died in 2009 after leading the “people power” that triumphed over the excesses and abuses of the presidency. In practical terms, that means he should stop butting heads with the court and gracefully step down when his term is up.

[NYTimes.com](https://www.nytimes.com)