

TEN TOP TIPS FOR WRITING AN EDITORIAL

| Tip | Explanation | Example |
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| 1. It's not a letter to the editor | The first thing you need to do is get the genre right. An editorial is an extended piece of writing in which you <i>argue your point</i> . It's written by the editor . It is not a letter to the editor. | <i>See the example editorial.</i> <i>[Dear Sir]</i> |
| 2. Give it a title | Grab your reader's attention with an eye-catching title. Make it short and consider using a technique such as alliteration or a rhetorical question. | <i>Where has all the money gone?</i> <i>Time for the truth</i> |
| 3. Set the context | Editorials are written in response to something. What has happened in the world / in your school / in the media to make you want to write this? | <i>We have recently seen a spate of attacks on the internet, so much so that this phenomenon has a name: cyber-bullying</i> |
| 4. Give your opinion | An editorial should not be objective. It is your opinion. Don't be afraid to give your opinion in clear, unambiguous tones. | <i>It is absolutely ludicrous that the government has stopped funding homeless shelters.</i> |
| 5. Use PEE | It's important to support your ideas with examples and explanations: Point – what's the main argument? Evidence – what examples can I give to support my argument Explanation – so what? | <i>It's high time we started offering support to drug addicts. For example, in Norway they offer free rehabilitation programmes for all addicts, and a similar scheme in Hong Kong would go some way to alleviating society's ills as drug users would not reoffend.</i> |
| 6. Use strong language | Try to state your opinion in the strongest possible terms. Neutrality is not an option. | <i>It is ridiculous that the government has lowered the tax threshold at this time of economic crisis.</i> |
| 7. Acknowledge the opposite point of view | In an editorial you should state your opinion, but you could also show that you have considered alternate points of view. | <i>Of course, some politicians argue that I am misguided, but I think the evidence is on my side.</i> |
| 8. Use conditionals | Conditionals can tell us the likely consequence of a given action. | <i>If we don't invest in infrastructure now, our children will have to pay the price.</i> |
| 9. Use opinions disguised as facts | Present your opinion as if it's a fact. Don't say "I think" all the time. | <i>Smokers are ultimately selfish.</i> |
| 10. Use quotes | Quoting experts will give your article credibility. | <i>As Dr Elliot Simmons has shown,</i> ... |