

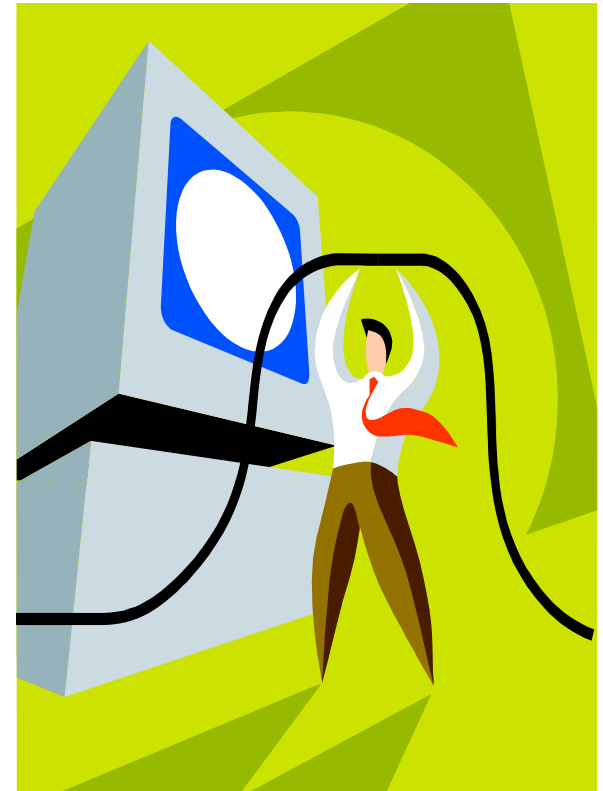


Editorial Writing

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The Editorial Page

- The 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.





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 and
- To persuade the readers to follow a course of action that the newspaper believes is for the public good regardless of party interests involved

Functions of an Editorial Writer



- Explaining the news
- Filling the background
- Forecasting the future
- Passing moral judgment



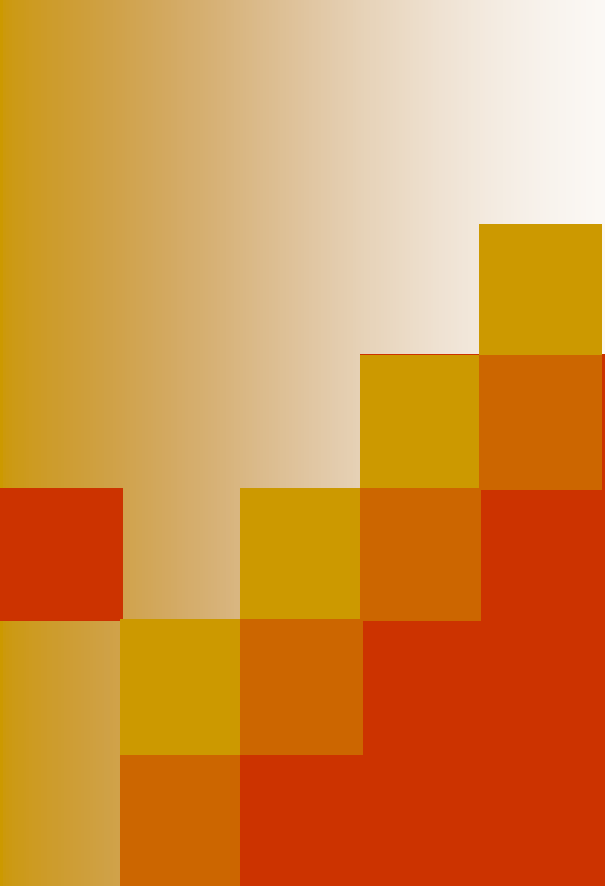
EDITORIAL BOARD:

- The seven-member board, headed by the publisher and the leader writer, which decides what issues the newspaper will offer an opinion on and what that opinion will be.
- A publisher is the chief executive officer of a newspaper responsible for all of its operations, including the news and editorial sections.
- The editorial board's day-to-day operation is supervised by the editorial and opinion editor on behalf of the publisher.



EDITORIAL BOARD:

- The board also includes three editorial writers, the Public Forum editor and the editorial cartoonist.



Principles of Editorial Writing



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.

- 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.





Types of Editorial




Informative – are those which just give information, review, or announce certain facts or events.

Example: **The Need for Population Education**

Poverty, high cost of living, school crisis, lack of job opportunities confront common people. Millions of children are victims of under-nourishment and deficiency diseases that shorten their life and harm their mental development. Due to the failure of parents to send all their children to school, illiteracy rates are high and are still increasing.

Many of us have these problems. But very few are aware that excessive population growth is responsible for these pressures as well as for the lowering of the quality of human resources and development, especially as regards educational standards. The inclusion of Population Education in the school curriculum is then the answer to the need of the younger crop who are bound to face the reality of parenthood in the near future. Basic cultural values concerning the individual, his family, the society, and the nation can be effectively brought in to the extent desired through population education.

Finally, creating an awareness about population is a challenge that Philippine education has to face right now. For time is against us. And time-wasting is resource-wasting. This idea will help in adopting a small family norm and will insure good health for the mother, better welfare of the children, economic stability of the family, and a bright future for the continuing generations.




Interpretative – those which explain or bring out the significance of an event, situation, or idea

Example: **Attitude Towards Study**

We are in school because we want to learn. Our study is for our own benefit and not to accommodate someone else. As such we have to relate it to our own aims or ambitions in life. We should not think of study merely in terms of quizzes, recitations, homework, term papers and reports. Putting a valuation upon it in terms of five, ten or twenty years from now will give it more meaning to us.

The facts, ideas, and principles we acquire now are the stuff with which we will do our thinking in the future. Let's remember, too, that how we learn is sometimes more important than what we learn. An efficient working method will serve us throughout life, but many of the things we learn will just be forgotten. Being systematic about study will do a lot. Habit then comes to our aid.

With just a few weeks to go before classes end, we hope these few reminders will result to a better attitude towards study.




Editorials of crusade and reform – those which criticize certain conditions, then suggest a solution or change; or which just give a message of reform without necessarily pointing out a problem or a bad condition

Example: **The Way of Most Desks**

Student-judges who inspected every room in connection with “Operation Cleanliness” found out that most of the desks had scratches and/or ink spots. One can hardly write on them without a thick sheet of paper for a pad.

Outside the classrooms, some desks are placed for the students to sit on. Students really take advantage of them. They sit on top of the desks and place their muddy shoes on the seats instead.

When the 220 new desks for Pasig Line will be made available for the students’ use, will they end up the way most desks go?



Editorials on special occasions – those which are written to give meaning to occasions such as Christmas, labor day, heroes' birthday, and other significant events.

Example:

New Year Thoughts

New year is the finale of the Yuletide Season which is accompanied by the spirit of joy and goodwill that can only be understood, never fully explained. It is enough to feel the spirit of it - that which illumines our souls – the spirit that transforms into reality that Christmas message “Peace on earth to men of goodwill.”

When Jesus was sent to redeem mankind, the three kings offered Him the choicest gifts of their kingdoms and since that time, the Season has been the time to give, to receive. And man has since felt what pleasure it is to give and what joy to receive. New Year is an occasion and reason for showing the fine sentiments that we feel. It is the time for renewal of friendships, for making bonds of kinship stronger and firmer.

New Year's time is the most fitting time to bury all grudges. Between friends, neighbors, classmates, relatives, co-workers, it is the time to forget all wrongs suffered and all injuries received, to let bygones be bygones. This constitutes the real essence of the Season. Love, the greatest and finest of man's sentiments must reign in all hearts.



Editorials that praise or commend – those that express appreciation for a worthy action

Example:

Commitment

Determination, self-confidence and the desire to seek the truth guided our struggle to restore the campus paper. The Josephine Journal is our victory – a product of the concerted effort of the CAS-Wall Journal (CWJ) staffers and the whole CAS studentry amidst tremendous hardships we encountered along the way.

We rejoice with the studentry in having a paper we have been working towards since last year and a paper we have been longing for since the CAS-JO Chronicle ceased publication. We are hoping that this paper will serve as our voice in upholding the students' interests which shall be guided by the principles of truth, justice, freedom and democracy.

Together, we have won a venue to voice out our grievances, victories, opinions and ideas. Together we will uphold the freedom of speech in strengthening the unity of the studentry in responding to the call of our times. Together we will protect the rights we have acquired through our struggle. This is the commitment of the Josephine Journal.

- Josephine Journal
St. Joseph's College



Editorials that offer entertainment – those which are written to give in a light vein, primarily to entertain readers.

Example:

First Day in School

The first day in high school for pupils who have been used to having all their classes in a single room is rather like their first day in a big city crowded with different kinds of people. There is confusion and a bewildered cry never heard of before. On our own first day in high school, we were elbowed about from one room to another, usually losing our way and arriving late.

Then we were told that the section in which we had finally found our way was too large, that we must find another room on a different floor. When we got on the wrong stairway, the older pupils laughed. When bells rang for classes to begin, we would stand still; and when they rang for dismissal, we would sit still.

By the end of the first day we had decided that higher learning was no good and we might as well quit. Yet, as you see, we are still here; so we must have changed our minds.



Editorials of tribute


Example:

Dr. Estrada

Dr. Januario Estrada, 78, considered the dean of Filipino surgeons, died yesterday, leaving behind an outstanding record of service in Philippine Medicine.

Since obtaining his medical degree in 1918, Dr. Estrada had been with the Philippine General Hospital and the University of the Philippines College of Medicine throughout his career. Until his death, he remained an active member of various medical organizations, the same groups which he at one time or another helped organize or headed as president.

For his services, Dr. Estrada received many awards, topped off by his having been chosen the most outstanding medical alumnus of the state university in 1955. During his lifetime, he also authored scientific papers that brought new light to the practice of medicine and, more particularly, surgery. His death is a heavy loss to the medical profession.



Editorial liners – short, witty paragraphs, either serious or light.

Example:

Love is...

Love is looking up to find comfort in mother's smile. It's running and kissing father's hands to deserve his package. It's thinking and dreaming about a loved one day and night. It's doing things to please the other. It's answering and writing love letters on perfumed paper. It's crying and brooding over careless words. It's rejoicing and walking on clouds on hearing sweet things. It's loving happily day by day.

Why Wait?

"If we suddenly discovered," the late Christopher Morley once observed, "that we had only five minutes left to say all we wanted to say, every telephone booth would be occupied by people trying to call up other people to stammer that they loved them."

Why wait until the last five minutes?



How to write?

Understanding the Writing
Process



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

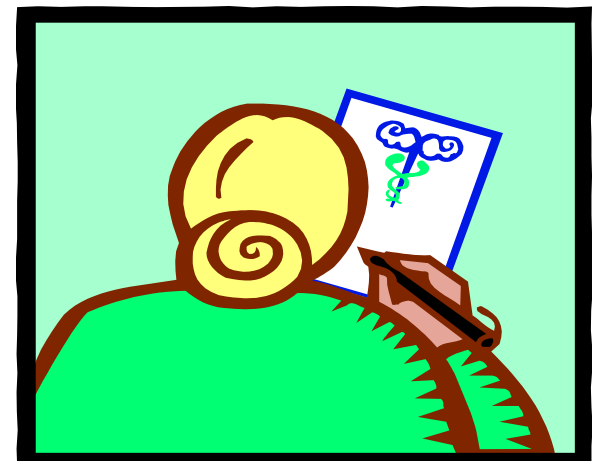
Prewriting: Planning what to write

- **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



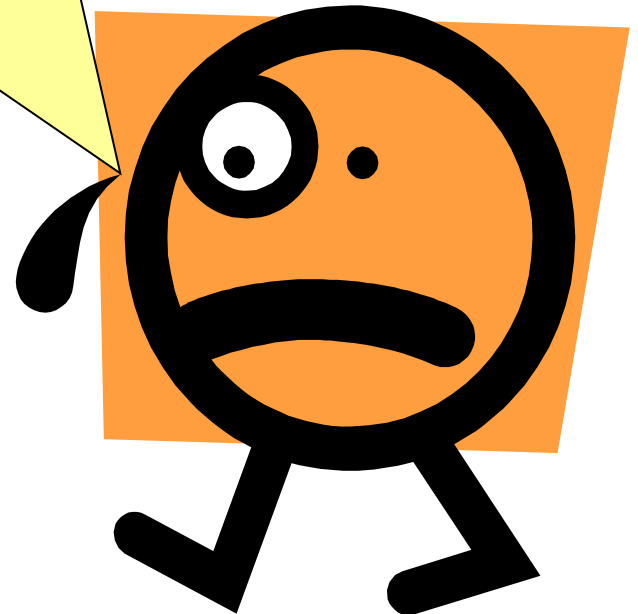
Drafting: Writing the first draft




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.



Opening statements...

■ 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...

■ 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



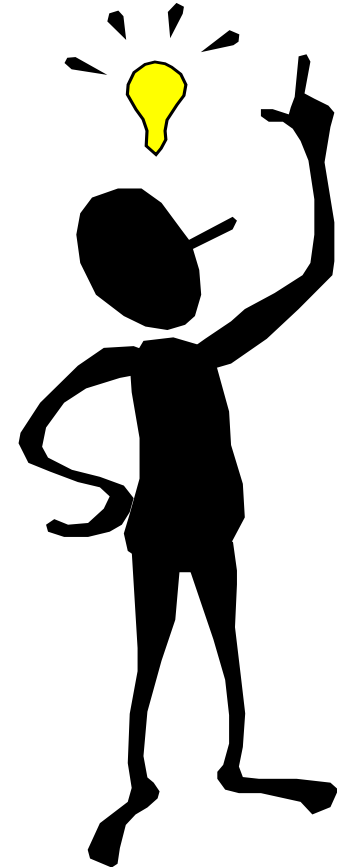
The Conclusion

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.





Here are 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

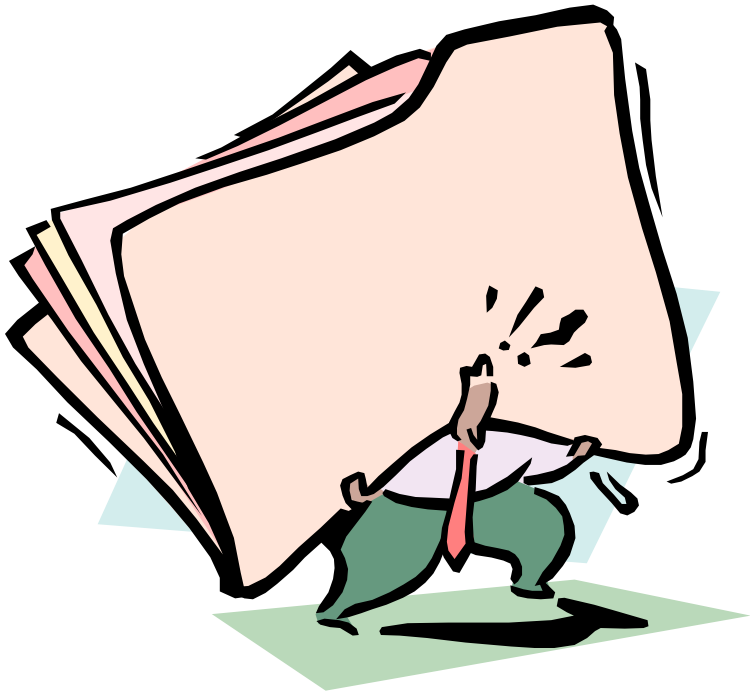
- ex. We hope it is not too late. It is about time the proper steps are taken.

■ 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





Tips for writers

Simple style

- Avoid high fallutin' words
- Learn to develop a simple, clear, direct and vigorous style of writing
- Choose your words that will accurately describe or explain a point or issue



Sound reasoning



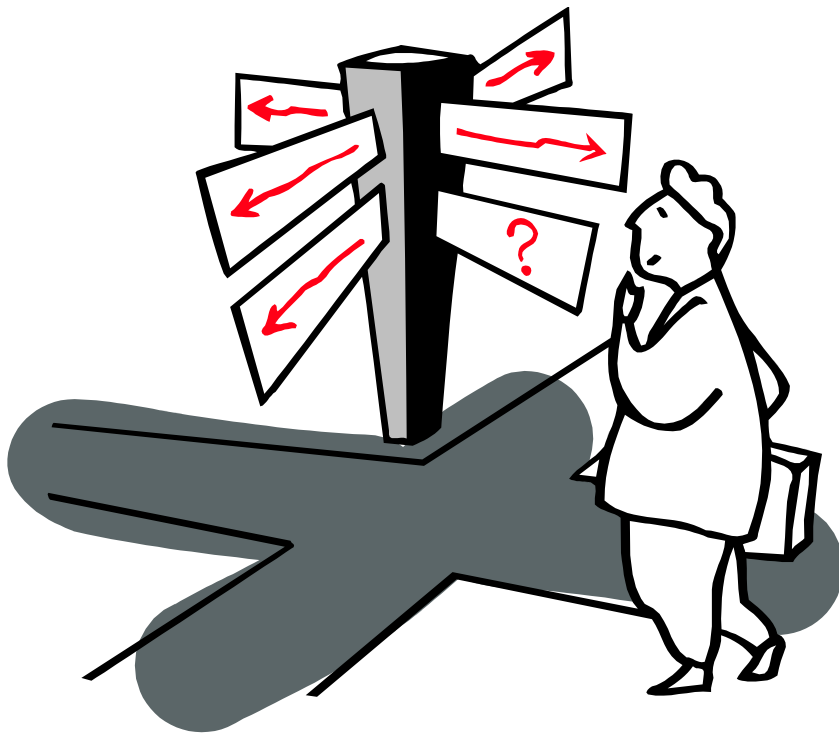
- Support arguments with the right facts
- Logical thinking shows the writer's competence
- Cluttered ideas and unsubstantiated arguments shoo readers away

Brief, exact & concise

- 150 to 200 words
- Complex sentences and long paragraphs are wearisome and dull the senses
- See to it that every word used counts and serves its purpose



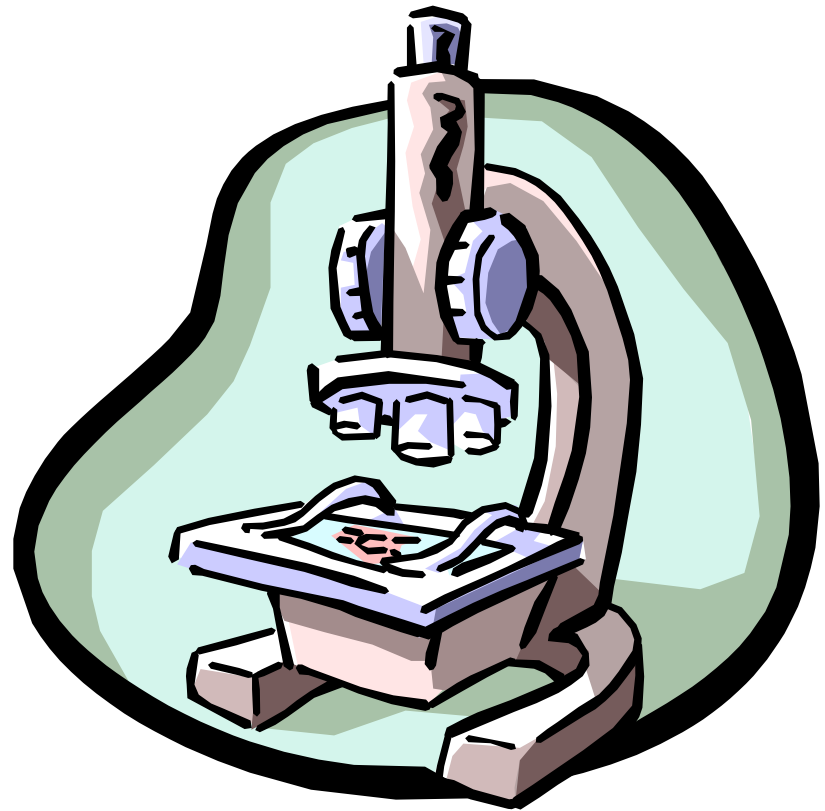
One-editorial, one-point rule



- Focus on a theme
- Always have one point to convey to the readers
- Several points confuse the readers

Be specific

- Use concrete facts and figures not general ideas, terms or statements
- Hazy and broad generalizations do not impress





Checklist

Evaluating your work...

- When you have finished writing your editorial, check it with the following list of questions.
- If you can answer yes to all of them, you may be sure that you have an effective editorial.
- Your no answers will suggest points that need improvement.



Questions:

	Yes	No
■ Are the form and style appropriate for the content and the 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?	✓	
■ Is the writing clear, vigorous, direct and simple?	✓	

Questions:

	Yes	No
■ Is the diction exact, not ambiguous?	✓	
■ Does the editorial reflect clear, logical thinking?	✓	
■ Does it give evidence of accurate knowledge?	✓	
■ Does it sound sincere?	✓	
■ Does the opening sentence employ the principles used in any good sales letter?	✓	



Questions:

	Yes	No
■ Are the paragraphs comparatively short?	✓	
■ Is the editorial brief and pointed?	✓	
■ Is the subject matter of significance to students (or readers)?	✓	
■ Does it have a real or an artificial news peg?	✓	
■ Does the editorial make its point without preaching?	✓	

“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

