TYPES OF EDITORIALS

Editorials can broadly be categorized into the following:

1] Appreciative: These editorials admire people and organizations for something done well. They are not common as the traditional role of media in our democratic set-up is critical appraisal of some development and not to give commendation certifications.

2] Critical: These editorials constructively criticize actions, decisions or situations while providing solutions to the issues under discussion. The Immediate purpose there editorials is to get readers to see and be aware of the problem before country or society.

3] Interpretative: Editors often use such editorials to explain the way their newspaper thinks about how a sensitive or controversial subject should be handled by the authorities concerned or stake-holders.

4] Persuasive: Editorials of persuasion aim to give their readers a positive frame of mind so that they are encouraged to take a specific, positive view.

5] Campaign Editorials: Such editorials are mostly written in journals of political parties, religious organizations or in government publications in support of some programmes of larger social good like pulse polio drive etc.

6] Advocacy Editorials: Such editorials are often found in the publications of NGOs and other voluntary organizations in subject of the cause they work for. NGOs often work for poor and disadvantaged sections of society like unorganized labor, poor women and children, and physically challenged people. Editorials in their publications seek support for work for such people.

7] Academic and Philosophic Editorials: Such editorials are written in academic journals and journals brought out by religious and spirituals organizations.

8] Satirical Editorials: Often the third editorial in some newspapers especially the Times of India, is a satire. The idea is to give some comic relief to the

mind of a reader who is tired of reading heavy stuff on the editorial page.
There are some journals based on satire.
However, satire and humor is a dying commodity in today's highly competitive world which is stressed by rat race to perform and surpass others.

PREPARING TO WRITE AN EDITORIAL

For writing an editorial, you need to move in a definite direction and take the following steps:
You should not start writing before you know what you are aiming at otherwise you will confuses your readers who will not know what they are supposed to do with your message. You must make up your mind. This will guide you about what you want to convey and how you say it through your writing.

Select a Topic

The topic you choose is the most important part of writing an editorial for your journal. The best topics are those pertaining to current issues, which are in public domain. Since everyone is interested in such issues, your editorial piece will get instant readership.

Firm up Your Approach

As a media person, you have your own views and opinion on important matters in public discourse. Besides your opinion on the policy of your organization on a topic of current interest also matters. Therefore, have a definite policy line on the issue.
For instance, one political party wants article 370 of the constitution granting special status to the state of Jammu and Kashmir to be abrogated. The other party wants it to be retained.
You need to ask yourself, are you for it or against. You have to choose before you write your editorial on this subject. You cannot be on both sides of issue. An

editorial must express an opinion clearly.

Do Basic Work

First of all, think of a good but small two-three-word headline that will attracts a reader's attention and motivate him/her to read your editorial.

While writing a good editorial you must have necessary facts, figures and even quotes of knowledgeable people in support of your line of argument. Moreover, you should use data to prove your line of argument. Steadily develop your case in support of your editorial line so that the strongest argument comes in the end and convinces the reader.

Keep Deadline in Mind

In media, you are always racing against time. Deadlines are important. While writing editorial that you should always keep deadline in mind. Since we are not supposed to leave any mistake in an editorial, it is revised again and again and this takes time.

HOW TO WRITE AN EDITORIAL

The following is a 10-point recipe for you to write an editorial:

1) The Theme / Subject: Present your views briefly but unequivocally using fact and figures where necessary.

2) The Presentation: Talk about the issue clearly and say why it is important.

3) The Approach: Look rational. Discuss the opposite viewpoint as well.

4) The Language: Use key words again and again for the readers to understand it well.

5) The Thrust: Encourage critical thinking and pro-active reaction.

6) The Wordage: Restrict it to 500 words.

7) The Style: Never use "I" in an editorial even if you are the boss of newspaper or periodical.

8) Revision: Once done you have to do two things – first revise it and then edit it. Revising should be done to ensure that your editorial is giving the message which you wanted to give to your readers. You can still think of a change in the basic argument put forth by you. Think if it is needed.

While revising the draft of your editorial you have to ask yourself the following questions:

Have I been utterly truthful?

Have I said all that I needed to say?

Have I been appropriately diplomatic and fair?

Do I have three parts to the piece-an opener, a middle, and a closer?

In my opener, have I made my points quickly and clearly? And concretely?

Have I avoided a slow wind-up that unnecessarily postpones the message?

In the middle, have I proved my points with specifics?

Is the structure immediately apparent to my readers? Have I used informative headings?

Is my closer consistent with the rest-yet expressed freshly? Have I avoided lame repetition?

9) Editing: Editing is needed to remove any mistakes of spelling or grammar and to time your language. But revision and editing should be done with a cool mind.

Editing is a different art but you need to be careful with your language. You need to check your draft on the following counts.

can I save some words here?

Is there a better way of phrasing this idea?

Is my meaning unmistakable?

Is the expression relaxed but refined?

Does one sentence glide into the next, without discontinuities?

10) Conclusion: In an editorial, your conclusion should sum up all that you have written about. The conclusion should create an impact on the minds of readers and they should feel satisfied even if not convinced.

EDITORIALS IN THE CHANGING MEDIA SCENARIO

Change is the law of nature. As a society changes with time media too has to change and reinvent itself. The pace of change can be slow or fast depending on several factors. The massive changes in information and communication technology (ICT) in the past few decades or the computer/internet revolution as we call it also has had a deep impact on media world. The journals and their editorials have also changed with the change in technology.

New Information technology has converted our world into a global village. There is deluge of information. Therefore, there is no need for editorial writers now to draw attention of audience to those information inputs that used to be privilege of the elite and were not in public domain. Readers now a days know facts and are aware of many things but they are often not able to comprehend and analyse what they know.

With so much of information, all around the audience also makes up its minds on various public policy issues of economy and polity. This has limited the role of editorial writer as an opinion maker and perspective giver.

In the past decades, we have also witnessed death of ideology. Debates are, no more done on communism or capitalism. Political parties do raise slogans but without ideological moorings. Literature and other areas of creative expressions are also losing ideological undertones. This is also impacting media and editorial writers. The emerging scenario is witnessing editorial writing without any ideological basis. In the 20th century, journalism ideology was a guiding light for most of the

editorial writers.

Moreover, due to impact of modernization, ethical standards have also undergone a change, social norms are changing and traditions are fast disappearing giving way to new behavioral patterns. We now live in an open society. The media has to cater to a new generation of readers who are different from their parents generation.

Now the editorials are no more heavy on thought and lack theoretical background. The reason is easy to understand. Often editorials, even in well-reputed journals betray absence of any sense of history. Editorials or historicals are now being addressed to mass audiences instead of a sober and thinking class as before and this has changed both their language and content.

Other things being equal, it is obvious that the wider your knowledge of men and affairs the more successful you are likely to be. Such knowledge must come chiefly through reading, and the habit of reading is one you would do well to acquire.