

EDITORIAL Writing

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Trainer

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 - The editorial writer explains how a certain event came to pass, how it affects the social and economic life of a community. (e.g. the implementation of K-12 Program)
- Filling the background- To give significance to a current event, an editorial writer may attempt to place it in its historic setting, relating it to with what has gone before. He may point out the relationship between separate events- political, economic, social and cultural.(e.g. The celebration of Independence Day, Oil Price Hike)
- Forecasting the future- Using his analysis of the current events, the editorial writer would find it easy to foretell what possible outcomes could come from a certain issue: (the Pork Barrel Scam, the Territorial dispute over West Philippine Sea)
- Passing moral judgment-By long tradition, the editorial writer serves as the unofficial keeper of the public conscience. He tells his readers what is right with the world, and

what is wrong, and he fights for causes and attacks the forces of evil on the other side. A good editorial writer must therefore be intelligent enough with sufficient educational background and a good command of the language he uses. This intelligence is strengthened by wide reading and habitual reading. (What causes Bullying)

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

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

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.

EDITORIALS ON SPECIAL OCCASIONS – those which are written to give meaning to occasions such as Christmas, labor day, heroes' birthday, and other significant events.

EDITORIALS THAT PRAISE OR COMMEND – those that express appreciation for a worthy action.

EDITORIALS THAT OFFER ENTERTAINMENT – those which are written to give in a light manner primarily to entertain readers.

Principles Of Editorial Writing

AW Rasmussen



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