

Writing an editorial

What is an editorial?

An editorial is an article that pertains to the contents of the publication and details the opinions of the editors.

If the publication is relatively small (such as a monthly newsletter of a college department), the editorial can serve as an introduction to the newsletter. If the publication is larger (such as a magazine), the editorial is more extended and focused, and should aim to be an influential piece of writing.

The primary purpose of an editorial is to persuade while its secondary purpose is to inform and/or to entertain. In smaller publications, such as newsletters, the editorial should draw readers to continue reading the rest of the publication.

Therefore, editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue.

Writing a good editorial

Here are some tips you can follow to make your editorial catchy:

- ✚ Make the editorial like an advertisement for the publication
- ✚ Include a 'hook' that catches the reader's attention and interest
- ✚ Research the topic exhaustively but state points concisely
- ✚ Be clear and forceful and don't be afraid to share your opinions
- ✚ Deliver your thoughts in a professional manner - refrain from name-calling and other petty tactics of persuasion
- ✚ End by restating your main idea to reinforce the point you are trying to make

Things to avoid in an editorial

- ✚ Refrain from making your editorial controversial
- ✚ Don't preach
- ✚ Don't let the editorial become just a summary of the contents
- ✚ Don't be passive in the arguments you make
- ✚ Avoid repetition

Editorials help a reader to interpret information accurately, efficiently, and professionally, so make sure you give time and attention to writing an attractive and meaningful editorial.

To know more, visit the Writing Centre.