

Editorial

What is an editorial?

The purpose of an editorial is to present a point of view on an issue or event of significance to a particular community. Editorials are found in a range of publications and are written by the editor or a senior journalist on behalf of that publication to convey the organisation's thoughts and opinions. Here are some things to consider when composing an editorial:

Voice

Editorials are commonly written using passive voice. This is because it is not one person's personal opinion being conveyed but the collective, official point of view shared by those at the particular publication. Editorials which do use active voice more commonly use 'we' to indicate that the piece represents the group. Editorials rarely give reference to the writer's name.

Tone is also an important element of editorials. Tone is the author's attitude or opinion towards a topic. This is usually conveyed through the choice of words and details which an author uses. This can also be used as a persuasive device and to appeal to the audience. Editorials often have an authoritative tone as the editor wishes to be seen as an authority on issues and events of public interest.

Language & Grammar

Editorials are designed to persuade others to share a particular point of view or sometimes to take action on a particular issue. Whilst it is important to vary the persuasive devices you use, it is also important to consider the needs of your audience and what will appeal to them as well as the sort of devices the author may use when addressing a particular issue. Speaking as an authority on issues and events, editors often use facts and evidence to appear knowledgeable and logical and provide some background for the reader. They may call into question the actions of others who oppose their view or of whom they are critical and use attacks to position the reader to share this view of the opposing side. Editorials are formal in style and language, they rarely contain slang or contractions such as didn't or shouldn't for example.

Structure and Organisation

Title	Editorials are normally labelled under a section by the same name but also have a title which sometimes provides the reader with clues about the issue being addressed and the editor's opinion.
Introduction	The issue is introduced by providing details of recent events relating to it. This provides the reader with some background and allows the editor to show that they are well-informed. The contention or point of view on the issue is stated.

Body	A series of arguments are made in support of the contention. These will use topic sentences and evidence and also employ a range of persuasive language devices.
Rebuttal paragraph	Editorials will generally address the opposing view point by taking the most significant or important argument from the opposing point of view and refuting it. This also encourages the reader to believe that they have considered all sides before speaking out.
Conclusion	Sums up the main points and arguments made, usually reinforcing the key idea or contention of the piece. Finishes with a strong statement made to leave a lasting impact on the audience which can sometimes be in the form of a call to action

Exemplar Years 7 – 9

Exemplar Years 10 – 12