

EDITORIAL WRITING

I. Introduction to Editorials

Topics	Notes
Editorial	● soul of the paper ● <u>expression of fact & opinion</u> in a concise, logical, and pleasing order for the sake of entertaining & influencing opinion / policies ● article that states the newspaper's stance on a particular issue - basically, it is a persuasive essay that offers a solution to a problem ● reflects the <u>thinking, philosophy & morality</u> of the management ● shows the kind of moral compass the paper has ● projects the principle & integrity of the organization ● the paper's conscience
Primary Function	● declares the newspaper's <u>policies & principles</u> ● may argue, attack, criticize & try to persuade the readers to accept its guiding principles ● explains & interprets the news primarily to <u>help its reading public understand raging issues</u> to enable them to form intelligent opinion & guidance in dealing with their everyday activities