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Editorial writing is a style that can be hard to explain since it's usually a unique mixture of fact and opinion. Viewing editorial examples is one of the most helpful ways to learn what the style should look like. After all, if you know what you're going for, it's way easier to understand how to produce this kind of writing yourself. Click on the document images to open and download the two examples editorials provided here. Find troubleshooting tips and tricks in the guide for Adobe Printables. Writing an editorial can be challenging and intimidating. Editorials can have tremendous impacts on local issues and political campaigns. They can be written in a serious tone, filled with sarcasm, or infused with humor. It's all about the tone you want to set. Understanding the basics of editorial writing can help you create a smart, purposeful piece. The subject matter of an editorial commonly concerns a current issue. Unlike other parts of a news publication, an editorial is meant to be biased, somewhat insightful, and often includes persuasive writing techniques. Publishers utilize the editorial section of their publications as a forum to express their views and try to influence the opinions of the readership. Quick Tip Although editorials are traditionally printed in newspapers or newsletters, you might also post an editorial in an online forum like Reddit or on your social media. Use your followers and choose your own audience. The better written that piece is, the more effective it will be in getting your point across and maybe even changing people's minds about an issue. Regardless of the point of view or length of the editorial, the structure you use for writing one follows a basic pattern. Introduction: State your topic up front, explain its history, and affirm why it's relevant and who is affected by it. Clearly word your opinion and the main reason you have embraced it. Body: Support your position with another reason. Acknowledge counter-arguments and opinions. Present relevant facts and statistics and include ethical or moral reasons for your stand. Give an example of what you think would be the best approach to or outcome of the situation. Conclusion: Make an emotional or passionate statement regarding why your opinion or proposed solution is better than others. Tie up the piece by clearly restating your stance. Quick Tip When you're writing the introduction and conclusion in particular, take some time to think about how to connect with your audience. You need to grab their attention right from the get-go, and leaving them with an emotional connection can also make your conclusion more powerful. You've totally got this, but if you want to ensure the piece stays professional and powerful, keep some guidelines in mind while writing. Cite positions and quotes from community, business, or political leaders to present informed arguments. The more perspectives you cover, the more compelling your position will be. Avoid using first-person syntax. Using the word "I" can weaken the impact of your statements. Skip the "I think" or "I feel." Keep on topic and avoid rambling. Read the whole thing over after you're done writing to see if each sentence is essential. Make sure the views expressed are yours and not 'borrowed' from examples used for inspiration. Check the guidelines for content and word count limitations to be sure a submission is not rejected for technical reasons. Related: How to Proofread Your Own Writing Editorials traditionally appear in newspapers and other media publications. In several instances, such pieces have won Pulitzer Prizes for their excellence in writing and outstanding presentations of varying opinions, views, and outlooks. You can find additional editorial examples on websites for most major publications, including The New York Times and The Washington Post. See TheOpEdProject.org for a list of additional publications that include editorial sections, along with their submission guidelines. Some of the best examples of editorials are in the "Letters to the Editor" section of your local paper's website. Everyone has an opinion and a right to express it. And it's not just newspaper editors who get to share their opinions in writing. Anyone can state their views in most "Letters to the Editor" sections if the paper picks your editorial to print. The more editorial examples you look at, the better you'll get at writing your own. Sharing opinions with a factual basis can inspire others to take action on issues of greater societal concern. © 2025 LoveToKnow Media. All rights reserved. 100%(3) 100% found this document useful (3 votes) 17K views 12 pages Save Save Editorial Writing Examples For Later 100% 100% found this document useful, undefined Writing an editorial is one of those things that sounds like it should be pretty straightforward. Easy, even. But then you sit down to start typing. Your fingers freeze over the keyboard. You gaze into the perfectly blank white space of your computer screen. Wait, you think. How do I write an editorial? Here's how to write an editorial: Choose a newsworthy topic (Something with broad interest) Choose a clear purpose (This will guide your entire process) Select an editorial type (Opinion, solution, criticism, persuasive, etc) Gather research (Facts, quotes, statistics, etc) Write the editorial (Using an Editorial Template that includes an introduction, argument, rebuttal, and conclusion) Write the headline (Title) Edit your editorial (Grammar, facts, spelling, structure, etc) In this article, we'll go through each of these steps in detail so that you know exactly how to write an editorial. (This post may have affiliate links. Please see my full disclosure) Image by the author via Canva - How To Write an Editorial Before we jump into the mechanics of how to write an editorial, it's helpful to get a good grasp on the definition of editorials. Here is a simple definition to get us started: An editorial is a brief essay-style piece of writing from a newspaper, magazine, or other publication. An editorial is generally written by the editorial staff, editors, or writers of a publication. Of course, there's a lot more to it than simply dashing out an essay. There is the purpose, different types of editorials, elements of a good editorial, structure, steps to writing an editorial, and the actual mechanics of writing your editorial. "In essence, an editorial is an opinionated news story." - Alan Weinttraut The purpose of an editorial is to share a perspective, persuade others of your point of view, and possibly propose a solution to a problem. The most important part is to pick one purpose and stick to it. Rambling, incoherent editorials won't do. They won't get you the results or the response you might want. When it comes to purpose, you want: Clarity Singular focus Personal connection The first two probably make sense with no explanation. That last one (personal connection) deserves more attention. The best editorials arise from personal passions, values, and concerns. You will naturally write with vigor and voice. Your emotion will find its way into your words. Every bit of this will make your editorials instantly more compelling. There are two main types of editorials and a number of different subtypes. One of the first steps in how to write an editorial is choosing the right type for your intended purpose or desired outcome. The two main types of editorials: In an opinion editorial, the author shares a personal opinion about a local or national issue. The issue can be anything from local regulations to national human trafficking. Typically, the topic of an editorial is related to the topics covered in the publication. Some publications, like newspapers, cover many topics. In a solution editorial, the author offers a solution to a local or national problem. It's often recommended for the author of solution editorials to cite credible sources as evidence for the validity of the proposed solution (BTW, research is also important for opinion editorials). There are also several editorial subtypes based on purpose: Explain (you can explain a person, place, or thing) Criticism (you can critically examine a person, place, or thing) Praise (celebrate a person, place, or thing) Defend (you can defend a person, place, or thing) Endorsement (support a person, place, or thing) Catalyst (for conversation or change) As a reminder, you can write an editorial by following seven simple steps. Choose a topic Choose a purpose Select an editorial type Gather research Write the editorial Write the headline Edit your editorial If you want a short, visual explanation of how to write an editorial, check out this video from a bona fide New York Times Editor: YouTube Video by The New York Times Learning Network - How to Write an Editorial How do you choose a topic for your editorial? You have several options. Your best bet is to go with a topic about which you feel strongly and that has broad appeal. Consider these questions: What makes you angry? What makes your blood boil? What gets you excited? What is wrong with your community or the world? When you write from a place of passion, you imbue your words with power. That's how to write an editorial that resonates with readers. The next step for how to write an editorial is to choose your purpose. What do you want to accomplish with your editorial? What ultimate outcome do you desire? Answering these questions will both focus your editorial and help you select the most effective editorial type. Remember: a best practice is honing in on one specific purpose. Your purpose might be: To trigger a specific action (such as voting) To raise awareness To change minds on an issue Now it's time to select the best editorial type for your writing. Your type should align with your purpose. In fact, your purpose probably tells you exactly what kind of editorial to write. First, determine which major type of editorial best fits your purpose. You can do this by asking yourself, "Am I giving an opinion or offering a solution?" Second, select your subtype. Again, look to your purpose. Do you want to explain? Persuade? Endorse? Defend? Select one subtype and stick to it. Don't neglect this important step. The research adds value, trust, credibility, and strength to your argument. Think of research as evidence. What kind of evidence do you need? You might need: Examples Anecdotes Quotes Stories Statistics Research findings All of these forms of evidence strengthen your argument. Shoot for a mix of evidence that combines several different variations. For example, include an example, some statistics, and research findings. What you want to avoid: Quote, quote, quote Story, story, story Pro tip: you can find research articles related to your topic by going to Google Scholar. For other evidence, try these sources: US Census Bureau US Government National Bureau of Economic Research You might also want to check with your local librarian and community Chamber of Commerce for local information. Finally, you can start writing your editorial. Aim to keep your editorial shorter than longer. However, there is no set length for an editorial. For a more readable editorial, keep your words and sentences short. Use simple, clear language. Avoid slang, acronyms, or industry-specific language. If you need to use specialized language, explain the words and terms to the reader. The most common point of view in editorials is first person plural. In this point of view, you use the pronouns "we" and "us." When writing your editorial, it's helpful to follow an Editorial Template. The best templates include all of the essential parts of an editorial. Here is a basic Editorial template you can follow: Introduction Response/Reaction Evidence Rebuttal Conclusion Here is a brief breakdown of each part of an editorial: Introduction: The introduction is the first part of an editorial. It is where the author introduces the topic that they will be discussing. In an editorial, the author typically responds to a current event or issue. Response/Reaction: The response/reaction is the part of the editorial where the author gives their opinion on the topic. They state their position and give reasons for why they believe what they do. Evidence: The evidence is typically a series of facts or examples that support the author's position. These can be statistics, quotations from experts, or personal experiences. Rebuttal: The rebuttal is the part of the editorial where the author addresses any arguments or counter-arguments that may be raised against their position. They refute these arguments and offer additional evidence to support their point of view. Conclusion: The conclusion is the last part of an editorial. It wraps up the author's argument and provides a final statement on the topic. Your headline must be catchy, not clickbait. There's a fine line between the two, and it's not always a clear line. Characteristics of a catchy headline: Makes the reader curious Includes at least one strong emotion Clearly reveals the subject of the editorial Short and sweet Doesn't overpromise or mislead (no clickbait) Your headline will either grab a reader's attention or it will not. I suggest you spend some time thinking about your title. It's that important. You can also learn how to write headlines from experts. Use these real editorial headlines as a source of inspiration to come up with your own: We Came All This Way to Let Vaccines Go Bad in the Freezer? What's the matter with Kansas? War to end all wars Still No Exit Zimbabwe's Stolen Election Running out of time Charter Schools = Choices Suggested read: How To Write an Autobiography The final step is to edit and proofread your editorial. You will want to check your editorial for typos, spelling, grammatical, and punctuation mistakes. I suggest that you also review your piece for structure, tone, voice, and logical flaws. Your editorial will be out in the public domain where any troll with a keyboard or smartphone (which, let's be honest, is everyone) can respond to you. If you've done your job, your editorial will strike a nerve. You might as well assume that hordes of people might descend on your opinion piece to dissect every detail. So check your sources. Check the accuracy of dates, numbers, and figures in your piece. Double-check the spelling of names and places. Make sure your links work. Triple-check everything. As you learn how to write an editorial, you have many choices. One choice is your selection of structure. There are several editorial structures, outlines, and templates. Choose the one that best fits your topic, purpose, and editorial type. Every editorial will have a beginning, middle, and end. Here are a few specific structures you can use: Problem, Solution, Call to Action Story, Message, Call to Action Thesis, Evidence, Recommendation Your View, Opposing Views, Conclusion A common way to start an editorial is to state your point or perspective. Here are a few other ways to start your editorial: The problem Startling statement Statistics Tell a story Example Anecdote Your solution Quotes Other than the headline, the beginning of your editorial is what will grab your reader. If you want to write an editorial that gets read, then you must write a powerful opening. You can end with a call-to-action, a thoughtful reflection, or a restatement of your message. Keep in mind that the end of your editorial is what readers will most likely remember. You want your ending to resonate, to charge your reader with emotion, evidence, and excitement to take action. After all, you wrote the editorial to change something (minds, policies, approaches, etc.). In a few sections (see below), you will learn a few simple templates that you can "steal" to help you end your editorial. Of course, you don't have to use the templates. They are just suggestions. Often, the best way to conclude is to restate your main point. Even if you learn how to write an editorial, it doesn't mean the editorial will automatically be good. You may be asking, What makes a good editorial? A good editorial is clear, concise, and compelling. Therefore, the best editorials are thought out with a clear purpose and point of view. What you want to avoid is a rambling, journal-type essay. This will be both confusing and boring to the reader. That's the last thing you want. Here are some other elements of a good editorial: Clear and vivid voice Interesting point of view Gives opposing points of view Backed up by credible sources Persuasive Analyzes a situation Passionate "A good editorial is contemporary without being populist." —Ajai Singh and Shakuntala Singh Many people want to know how to tell if they have written a good editorial. How do you know? You can tell by the response you get from the readers. A good editorial sparks a community conversation. A good editorial might also result in some type of action based on the solution you propose. An article by Ajai Singh and Shakuntala Singh in Mens Sana Monograph says this about good editorials: It tackles recent events and issues, and attempts to formulate viewpoints based on an objective analysis of happenings and conflicting/contrary opinions. Hence a hard-hitting editorial is as legitimate as a balanced equivoque that reconciles apparently conflicting positions and controversial posturings, whether amongst politicians (in news papers), or amongst researchers (in academic journals). Note that newsworthy events, controversy, and balance matter in editorials. It's also a best practice to include contradicting opinions in your piece. This lends credibility and even more balance to your peice. As you write your own editorial, study the following example templates "stolen" from real editorials. You can use these templates as "sentence starters" to inspire you to write your own completely original sentences. Phrases for the beginning: It's been two weeks since... Look no further than... The country can't... Phrases for the middle: That's an astonishing failure It should never have come to this Other [counties, states, countries, etc.] are... Within a few days... Not everyone shares my [opinion, pessimism, optimism] Officials say... Phrases for the end: Let's commit to... Finally... If we can... we will... Honestly, the best way to learn how to write an editorial is to read and study as many published editorials as possible. The more you study, the better you will understand what works. Study more editorials at these links: New York Times editorials USA Today editorials The Washington Post Writing an editorial for students is virtually the same as writing an editorial at any other time. However, your teacher or professor might give you specific instructions, guidelines, and restrictions. You'll want to read all of these thoroughly, get clarity, and follow the "rules" as much as possible. Writing an editorial is a skill that will come in handy throughout your life. Whether you're writing a letter to the editor of your local paper or creating a post for your blog, being able to communicate your ideas clearly and persuasively is an important skill. Here are some tips to help you write an effective editorial: Know your audience. Who are you writing for? What are their concerns and interests? Keep this in mind as you craft your message. Make a clear argument. What is it that you want your readers to know? What do you want them to do? Be sure to state your case clearly and concisely. Support your argument with evidence. Use facts, statistics, and expert opinions to make your case. Use strong language. Choose words that will resonate with your readers and make them want to take action. Be persuasive, not blasting. You want your readers to be convinced by your argument, not turned off by aggressive language. Stay calm and collected as you make your case. By following these tips, you can write an effective student editorial that will get results. The editorial section of a newspaper is where the publication's editorial board weighs in on important issues facing the community. This section also includes columns from guest writers and staff members, as well as letters to the editor. The editorial board is made up of the publication's top editors, who are responsible for setting the tone and direction of the paper. In addition to op-eds, the editorial section also features editorials, which are written by the editorial board and represent the official position of the paper on an issue. While editorial boards may lean one way or another politically, they strive to present both sides of every issue in a fair and unbiased way. Ultimately, the goal of the editorial section is to promote thoughtful discussion and debate on the topics that matter most to readers. If you want some extra help in writing an editorial, try these tools: AI Tools Chart Whew, we have covered a lot of ground in this article. I hope that you have gained everything you need to know about how to write an editorial. There are a lot of details that go into writing a good editorial. If you get confused or overwhelmed, know that you are not alone. Know that many other writers have been there before, and have struggled with the same challenges. Mostly, know that you got this. Related posts: National Institute of Health (On Editorials) Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material.

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