



Opinion Post (Editorial Article)

An editorial article is used to express one's opinion.

An editorial can be about any topic, but is usually written about a challenging or controversial issue within our society.

Opinion based articles are found in traditional and new forms of media. They are commonly referred to as opinion-editorials, editorials or op-eds.

An editorial article is used to express one's opinion, and focuses on issues that affect or impact large communities of people or our society as a whole. **It is not a rant.** As these articles are based on the writer's individual opinion and often reflect one point of view, there is some bias present. In order to build credibility, the opinions stated in the editorial must be backed up with facts and evidence to substantiate your opinion.

Ultimately an editorial: **explains** an issue, **analyzes** the issue in detail, and **persuades** readers to take action.

Steps for Writing Editorial Articles

1. Choose a Topic

The topic you choose is the most important step in writing an editorial. The best topics are those that reflect **current issues or ongoing debates** within our society. If the topic is a current issue that many people are already interested in, or familiar with, then your editorial will engage the reader's attention. If the topic you choose is an ongoing issue in our society, make sure to use the most recent information. However, you can use older information as sources to help prove your case, and to provide discussion of where the debate began.

However, your editorial topic must relate to your overall topic. So, begin by asking yourself the questions:

What issue is currently affecting my topic of choice (sports, music, travel, art, beauty, etc.)

What is do people often debate when considering my topic of choice?

E.g. If your overall blog topic is travel – consider an issue that affects individual travelers or the tourism industry as a whole. For example: Many countries have opened their borders to tourists and developed a specific tourism industry to attract travelers from around the world, which aids in the stimulation of their local economy, as well as a recognition of the country's culture. However, the rise in air travel also increases pollution, impacting the environment. Should governments limit the amount of tourist-based travel to individual countries?

2. Choose Your Opinion

You need to ask yourself, are you **for** or **against** the issue? You cannot be on both sides of the fence when writing an editorial piece. The purpose for the editorial is to state your opinion clearly, so you can effectively persuade your reader to take action.

3. Structuring Your Editorial

An Editorial Article follows a structure *similar* to a formal essay. It must include an introduction (thesis), body & conclusion.

- **Title/Headline**
 - Grabs your reader's attention and encourages them to keep reading
 - Informs the reader on your topic & is phrased as the question
- **Introduction:**
 - **Hook** – uses vivid description to introduce the reader to the issue
 - **Summary of Issue** – provides a brief overview of the *who, what where, when, why & how*
 - **Thesis Statement** – clearly states **your opinion** on the issue
- **Body:**
 - Provides **2-3** detailed reasons to support your point of view
 - Provides current **statistics** or **quotes** from experts on your topic
 - States the **opposing point of view** (what is the opposite point of view on this issue?)
 - **Unlike an essay, these points do not need to be presented in any particular order.**
- **Conclusion:**
 - **Restate Thesis** – In your opinion, what is the **solution**?
 - **Call to action** → What can society do to solve this problem?

***Tips to Remember When Writing Your Article

- Avoid using "I" – stick to third person
 - ~~In my opinion, poor waste management will affect the ocean's health long term.~~
 - The issue of poor waste management will affect the ocean's health long term.
- Keep it brief, but detailed (**approximately 800 words**)
 - Think about the length of an actual news piece.
 - Only include the most relevant information.
- Use numbers & statistics to help prove your argument.
 - Numbers help to bring the issue to life, and allow your reader to better contextualize (understand) your point of view.
 - *Since 2016, 50% of the Great Barrier Reef has been bleached to death (National Geographic, 2018)*
- Use quotations from experts
 - Sharing similar opinions from experts on your topic will help your opinion sound more credible; thus, readers are more likely to feel persuaded by your article.
 - *John Veron is a world-renowned reef expert who has personally discovered nearly a quarter of the world's coral species and has spent the past 45 years diving Australia's Great Barrier Reef. He has stated, that "between a quarter and a third of all marine species everywhere has some part of their life cycle in coral reefs... you take out coral reefs and a third to a quarter of all marine species gets wiped out. Now that is ecological chaos, it is ecological collapse" (CNN, 2019).*
- Use impactful and confident language.
 - ~~This may be a big problem for some kids in the future.~~
 - **This is** deeply problematic for the future of our children.

***FINAL CHECKLIST

My introduction includes:

- A relevant & interesting **hook**
- A clearly stated **thesis**
- An explanation of situation or problem
(*who, what where, when, why and how*)

The body of my editorial includes:

- Clear transitions and topic sentences
- 2-3 specific reasons/examples to support thesis
- A summary of the opposing view with a rebuttal
- A quote from an expert [ethos]
- A statistic (specific numbers – percentage, dollar amount, population, etc.) [logos]
- Impactful, confident and/or emotion-driven language [pathos]
- Concise language
- Correct citations (for outside quotes)

My conclusion includes:

- Clearly explained logical **solution** to the overall issue
- “**Call to Action**” to your reader (*what can readers do to help?*)

My overall article includes:

- At least two relevant images or videos
- At least two relevant **#hashtags**
- List of sources for all referenced articles and images in proper MLA format

