FUNCTIONS OF EDITORIALS

TIPS ON WRITING EDITORIALS
Functions of and Editorial

• According to Babatunde Folarin, functions of an editorial includes:

I. An editorial, more than any other item in a publication, performs the correlation, opinion, editorial interpretation or even propaganda function in a newspaper. It therefore helps the paper’s readers to put specific issues or occurrences in perspective.

II. It selects a specific topic and sticks to it throughout, thus examining the topic from various angles.

III. Since it is usually linked to the straight news, it helps to broaden news reports, furthering the public’s understanding.

IV. It helps to give a projection beyond what happened yesterday to what will happen tomorrow and beyond.

V. Editorials have a responsibility of pointing out the difference between literal and essential truth.
Literal Truth and Essential Truth

• When facts are presented as it is stated, it may not be enough to tell the real truth.
• Literal truths are facts seen plainly as depicted while Essential truths are facts not outrightly or conspicuously displayed but exist.
• Essential truths can be distorted or ignored based on prejudices and biases of those who handle news stories.
• It can also be influenced by the complicated nature of the news.
• The lack of training of the people handling the news can also be a factor.
• There is also the deliberate lies of those who want to hide the truth.
Tips on Editorial Writing

• Select a topic and look at it from all relevant angles. The purpose of an editorial will determine the approach to be adopted.

• Find a sound premise for your position and let your reasoning on the premise be equally sound.

• Make the editorial short and crisp. If it has to be long, there must be a strong justification, otherwise, they are broken into parts for subsequent publishing.

• The language of editorials is expected to be flawless and not to leave the reader in any doubt. It should be clear, concise and definitive.
Approaches to Editorials

• Purpose: Inform/Influence/Entertain
• Form of Composition: Telling a story/Exposition/Argumentative/Description
• Appeal: Emotional/Intellectual
• Content: Political/Socio-problem/ Economic/ Historical/ Scientific/Aesthetic/Humourous
• Geography of Subject Matter: Local/ State/ Regional/National/ International
Getting Editorial Ideas

• Reading (Frequently Used)
• Reflection
• Conversation
• Experience
• Observation