

## Mjmc:1

Paper 4: The Art Of Editing

Topic: Influencing Opinion pieces

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Apart from projecting the image of his organization through news, stories, Features and articles, a clever publicist may also influence opinion pieces on the editorial page of the newspaper, which comprises editorials, comments, columns, middle, letter to the editor, etc., in favour of the organization or to the point of view held by it. To achieve this success, the publicist has to act in a persuasive and subtle manner

The publicist may occasionally suggest subjects for editorials. He may also indicate the line or approach to a particular problem. This may be done through writing a letter to the editor, and giving him relevant material for his consideration and possible use. Such communication should be signed by the highest authority of the organization. They should be written in a very persuasive, congenial and convincing style.

Another method is to make a personal call on the editor and discuss the subject with him in depth. The editor or leader writer may also be invited over lunch or dinner and the problem may be posed before him. If he is receptive, the matter may be further pursued and necessary material forwarded to him. In case, the publicist feels that the editor has fixed views on the subject, it is advisable not to pursue the matter any further. However, if the rapper's policy is not firmly committed to a particular line, it is worthwhile for the publicist to make all efforts to 'sell' his point of view.

The publicist may make clever use of the letters to the editor column. He himself may officially write a letter to the editor contradicting certain news or certain stand taken by the paper, which adversely affects his organization or the point of view of the organization. A more effective way, however, is to get the letters written by private individuals expressing the point of view which the publicist would like to project.

The publicist may attempt to influence the column writer by sending relevant material, which can be fitted into subject of the column.

The publicist may also develop cordial relations with the column writer, and in this way also may influence to his point of view to some extent.

Since every columnist has his own field and individual style, the publicist should provide him only appropriate material and also make it exclusive for his use.