

## **Mjmc:1**

Paper:4:The Art of Editing

Topic:Editorial Writing

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Editorial is the mirror of the newspaper's opinion. It is the conscience of the paper. It projects the viewpoint of the paper on a particular policy ,programme or event. It can inspire,motivate, excite,appeal ,criticism or reject certain idea or policy. The expression of opinion is intended to lead the public opinion, and convert the readers to its point of view.

Editorials are written with reason and conviction. The writer should have his heart in the subject on which he is writing. The editorial should not be repetitive of facts stated in the news story. It should give a digest of facts, evaluate them and arrive at logical conclusion step by step.