

## Mjmc:1

Paper:4:Art of Editing

Topic :Editor (Editorial Writer)

Prepared by prof.dpsingh

A team leader of a newspaper becomes an Editor. The editorial writer can write straight off if he has a background of the subject. Prior to writing, it is necessary for him to find out his paper's past policy on the subject, so as to ensure that the line he is taking is not contradictory.

The argument to be developed in the editorial should be seen in the context of opposite viewpoint. Spontaneity and cool logical approach is necessary to demolish the arguments of the other side. Abusive language or rhetoric does not help.

The style of writing of editorials

differs from newspaper to newspaper. Though the writer has a greater freedom in regard to the length, brief editorials, properly written, make greater impact. lengthy

editorials are generally not read. It would be a good strategy not to argue too much after developing a point, or to include background or other material just for the sake of filling space.

The structure of editorial should be simple, so that the readers can easily follow it.

The writer may have different moods in writing the editorial. Mr. Brian Nicholas in Features with Flair has indicated several moods in which a writer may begin his editorial--encredulous, questioning, counseling, constructively critical, differing, scornful, prophetic, appealing, understanding and praise.