

Ms. Ribero  
English 306  
Spring 2014

## Assignment 4 – The New Media Editorial

**Purpose:** The purpose of this assignment is to allow you to reflect on the discussions we have had in class so far regarding New Media writing, style, ethics, and politics, and to present your ideas about a narrowed topic in an online editorial. This assignment also gives you the opportunity to familiarize yourself with the online editorial genre.

**Assignment:** The editorial is a type of argument in which writers include their personal opinions along with some well researched points to support their claims. This assignment will require you to do the following:

Find and narrow your topic: You will find a topic that interests you for the editorial. Your topic must be related to any of the topics that we have discussed in class, but can branch out on different directions from our class discussions. For example, if you are interested in new media ethics, you don't have to limit your editorial to the examples that we discussed in class. Instead you can brainstorm and research other aspects of new media ethics that you find interesting.

Once you find your topic, you must narrow it so that it fits the length and depth limitations of the editorial genre. Returning to the example of new media ethics, your editorial would not be about new media ethics in general but about, for instance, whether parents should be held legally responsible for what their children post on Facebook. Because editorials put forth arguments, your topic must be debatable.

Research your topic and state your main claim: After you have narrowed your topic, you must research your topic so that you can make an educated argument about it. We will talk about research conventions of the editorial genre in class, but you should expect that the research will not be as deep as you would do for a formal research paper. Remember, editorials are short and opinion-based. Once you have read about your topic, craft the main claim that you will be arguing in your editorial.

Select a target online publication: You will be writing this editorial as if it were going to be published in an online publication of your choice. Most newspapers with an online presence have an editorial section. Find one that you like and that fits your topic and argument. Next, you must find out what the publication requires for its editorials. Some online publications have special sections that tell writers what length requirements, stylistic conventions, citation style, etc. they need to use. If your publication does not have one of these special sections, you will need to do a stylistic analysis of the editorials page of your publication to find out what they generally require. You will write a memo that summarizes these publication requirements and you will submit it with your final editorial. The memo is worth 10% of your Assignment 4 grade.

Write the editorial and attend a one-on-one conference: You will write the editorial following the publication requirements that you summarized in your memo. There is no required length for this assignment because each publication will have its own requirements and conventions. During the week of April 21, you will have the opportunity to meet with me to get one-on-one feedback on your editorial draft. Class will be cancelled this week; attending the one-on-one conference will count as your attendance for the week.

Revision and submission: You will revise the editorial and submit it on D2L before class begins on 4/30.

### Due Dates and Weight:

- You will submit your final text on D2L before class begins on April 30.
- The assignment is worth 20% of your final grade.

As always, let me know if you need any help. I am available via e-mail and during office hours.