

### **Revising Your Editorial**

- Is the topic of your editorial related to new media? Is new media central to your argument?
- Is your topic narrow enough so that you can write about it within the limits of the editorial?
- Is your opener engaging? Does it avoid generalizations? Does it lead the reader straight into the topic you will be discussing?
- Does your editorial contain a clear argument about a debatable topic?
- Does your editorial contain researched evidence to support your argument?
- Does your editorial meet the conventions of your target publication as stipulated in your memo (e.g., length, style, citations, and other elements)?
- Does your editorial provide enough background information about your topic so that your audience will be able to understand your argument?
- Does your editorial mention a timely news angle that prompts readers to consider this particular topic at this particular time?
- Does your editorial acknowledge the opposing viewpoints on the issue?
- Does your editorial avoid name calling and value-laden adjectives (e.g., stupid, ridiculous, ugly), and instead use concrete examples to illustrate why you disagree with or condemn a certain behavior, law, etc.?
- Does your editorial contain a balance of logical and emotional appeals?
- Does your editorial contain a strong conclusion that briefly summarizes your opinion?