**Steps to Revise and Maximize Your Editorial**

The editorial combines all of the elements that we have been working on in rhetoric, debate, and argument.

1. **Format**: Do you have paragraphs. Is it double spaced? Is it 450 words or less and still persuasive?

2:  **Author/ Persona**: Do you present yourself to be well intentioned, trustworthy, and educated on the topic? What details make you think so?

3. **Audience**: Have you reached out to the audience, using an appeal or layers of appeals? Which did you use? Which were most effective? (Logos, ethos, pathos). Remember that an editorial is an argument that is based on principles and facts, interpreting them to persuade an audience to come closer to the writer's opinion.

4. **Text**: look at your introduction, does the first sentence or idea grab the audience's attention? Is the **claim or thesis** clear? Is there a smooth transition between the attention grabber and the claim?The claim is usually the first or last sentence of the first paragraph; don't bury it in the middle. Do you have three reasons that support your claim/thesis?

**Data**: still part of the text, these are the facts from reliable, trustworthy sources that help you support your claim. When you pull in your sources, check that you have introduced them within the text like this:

Thomas Friedman, in his article "Globalization: the Challenge to America" writes that there are jobs available in America, but many Americans do not have the qualifications to fill them."

*Or*: According to Friedman, American children used to be told to eat their dinners because children in China were starving, but now should be told, "millions of children in China are starving for your jobs."

By introducing the author as an expert and listing the title of what he or she wrote, you give credibility to your source, and to yourself. Make a final check on your sources on Purdue Owl, MLA style, or citation maker, which will organize the information you give them into the proper format.

**Make sure that your sources are listed and you have given credit. Without them the paper is disqualified!**

**Warrant**: have you interpreted the facts and principles well so that they support your claim? The warrant bridges the data and the claim. On a smaller scale, within paragraphs have you made your point and then developed it? Using the strategies you used in debate would help: Make your arguments REAL reason-evidence-analysis-(create a) link. Each reason should have evidence to explain it, an explanation of the evidence that helps the audience understand the evidence, and a link from the evidence back to the thesis that shows how they relate to each other.

**Note:**  Avoid logical fallacies like over generalizations (which usually use absolutes like *always* or *never*) and using language that tries to slant the audience without allowing them to make up their own mind (like calling names or using loaded language)

5. **Style**: Consider some of the best techniques that writers use to make their message stick.

Rule of three: life, liberty, and the pursuit of happiness

Repetition: Martin Luther King, Jr.'s speech repeats the phrase "I have a dream" multiple times for effect.

Alliteration: (The repetition of beginning consonant sounds). Veni, Vidi, Vici. Translation, I came, I saw, I conquered.

Opposites: Ask not what your country can do for you, but what you can do for your country.

Rhetorical questions: How much longer are we going to put up with this?

Strong endings matter, especially in such a short piece. Remember that Friedman ended with a call to action, “ Do your homework. Millions in China are starving for your jobs.”

6. **Grammar Check:** Open up your interactive grammar notebook (the handouts we have been working on) and check your writing.

7. **Every editorial needs an editor.** Get an extra set of eyes on your paper. This is someone who is willing to check to make sure your points are clear, your evidence makes sense, and your grammar is correct.