

Editorial writing

A checklist for developing your writing

Carefully reread your work. Have you:

- Crafted a captivating **headline** that indicates your contention?
- Included a **subheading**?
- Included a **photograph** relevant to a news story you have discussed AND a **caption**?
- Selected and referenced at least **two** different, **relevant**, **recent** news stories that are related to your issue (and thus contention)?
- Clearly stated your **contention**?
- Made your contention relevant to your **audience** by appealing to the **values** of your newspaper?
- Used **transition words** to show the relationships between your ideas?
- Used at least **five different persuasive language techniques**?
- Used **capital letters** at the start of each sentence and for **proper nouns**?
- Used correct **spelling** and included some more **difficult words**?
- Used **commas** to separate **clauses**?
- Used **full stops** to end **ideas**?
- Used **paragraphs** to organise your **ideas**, including an **introduction** and a **conclusion**?

The following are some tips for improving your work. Once you have addressed each item, tick the box and move on.

Here's what to do if you have:

- Not used many techniques or used the same ones repeatedly. Revisit the **P.E.R.S.U.A.D.E** list of **persuasive techniques** to get some ideas. For instance, rather than using rhetorical questions over and over and over again, try mixing it up by including a technique you haven't used yet.
- Re-used the same adjective, verb or noun. Use your thesaurus or the **Word Wall** to make sure your vocabulary is **varied**.
- Used a general adjective or verb (e.g., "nice", "good" or "walked"). Use your thesaurus or the **Word Wall** to locate a more **precise** word.
- Included any sentence fragments (e.g., "To keep fit."). **Add verb/s** to make it a complete sentence (e.g., "Dogs help their owners to keep fit.")
- Used commas to separate two ideas (e.g., "Dogs are the best animals, there are many kinds of dogs.") Are the ideas linked together? Add a **conjunction** (such as and, but, yet, or). Are the ideas distinct? Add a **full stop**.
- Included any run-on sentences (such as sentences with too many conjunctions). Place a **full stop, question mark or exclamation mark** at the end of your first thought.