
Editorial Column Assignment

Name(s) _____

Period _____ Due Date ____/____/____

Directions: This is an opportunity for you apply what you've learned about rhetoric and share with a broad audience your opinion and perspective on a topic of your choice. Here are the guidelines:

- **WHO:**
 - **Options:** a) **One** person, b) **Two** people may co-author a column, or c) **Two** people may write separate pro/con columns on the same topic while working together
 - Make sure you understand who your audience is
- **WHAT:**
 - An editorial column that is based on a current issue, policy, law, ordinance, etc.
 - The final product must be suitable for submission to the HAWKEYE
- **HOW:**
 - Ensure the "publish-ability" of your editorial column by identifying and conforming to the HAWKEYE's guidelines for guest editorials, and by writing a column that would be compelling to the editors and audience of the HAWKEYE
 - Narrow your topic down so that it has "pressure washer" strength – a concise, focused blast of solid information that cuts to the core of the matter
 - Offer your unique perspective and point of view on the topic
 - Select a specific editorial approach from the "seven styles of editorials" as discussed in class
 - Select the rhetorical techniques that you believe would be most effective and appealing
 - Make your tone – *your attitude toward the subject* – clear in your column
 - Allow your voice to emerge through your writing
- **OTHER:**
 - Must have at least three sources cited/quoted in your final draft
 - Must be typed and follow the proper conventions
 - Must be electronically submitted via the DropItTo.Me/DeMiero system
 - Length – follow the HAWKEYE guidelines (*must be no less than 400 words, however*)

PROPOSAL/APPROVAL CHECKLIST

____ A. Describe your audience – those who read the HAWKEYE: _____

____ B. Find the guest editorial guidelines for the HAWKEYE and paraphrase them here: _____

____ C. Describe your general topic: _____

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___ D. Identify how you have narrowed the topic down to “pressure-washer” strength: _____

___ E. Describe and defend your tone – your *attitude* toward the topic: _____

___ F. Describe and defend your approach – one of the seven editorial styles: _____

___ G. Identify and defend the rhetorical techniques you intend to use: _____

___ H. Describe the views of those who would not agree with your perspective on this topic and explain how you intend to communicate without alienating them: _____

___ I. Briefly outline what you know about the topic – your preliminary research: _____

___ J. Find at least one article or editorial related to your topic, read it and describe how it helped you prepare for your work:

Article/Author/Publication: _____

How it helped: _____

___ K. Identify and defend at least three proposed or actual sources for your editorial column:

Source No. 1: _____

Source No. 2: _____

Source No. 3: _____

Mr. DeMiero’s feedback/suggestions: _____

Approval: _____ **Date:** ____/____/____