

1. Definition:

An editorial is the expression of the official viewpoint of the newspaper on an issue, written by the editor or an experienced senior journalist.

2. Purpose and Role of Writer:

opinionative writing designed to persuade the reader to a point of view and sometimes to take action on a selected issue

3. Generic Features:

a) Structure and Organisation

- introduction: presents hypothesis or point of view e.g. *The news has outraged...*
- some background information on the issue may be given e.g. *This followed... a Year 8 student...*
- each paragraph:
 - must support the basic argument presented in the introduction
 - must have a clear topic sentence and then elaborate on the issue giving one reason or example per paragraph; a logical and sequential development
- opinion must be supported with factual evidence
- conclusion: sometimes a strong statement, or a call for action to readers e.g. *It is up to parents*
- no byline.

b) Language

- headline: short, and sometimes clever, using humour or irony
- language: persuasive, sometimes emotive language used to hook readers e.g. *outraged, exposing a minor*
- formal educated language
- statistics used to support the arguments.

c) Grammar

- complex sentences mixed with shorter ones for emphasis
- longer paragraphs than in a news article
- rhetorical questions may be posed e.g. *Is this inappropriate?*
- third person point of view though sometimes the inclusive 'we' / 'our' or the adversarial 'they' / 'them' is used e.g. *obsession with body image in our society...*
- present tense e.g. *there is nothing illegal.*

metaphor and alliteration create interesting headline

introduces the issue / emphasises the girl's youth / uses persuasive language / asks the reader a hypothetical question

persuasive language emphasises a negative viewpoint / supported by appeal to experts

Claws out on Catwalk

The news that a 12 year old schoolgirl has been strutting the catwalk on the Gold Coast has outraged certain sections of the community. A Year 8 student from a local school has been chosen as the "face" of the first Gold Coast Fashion Week. Is this inappropriate?

Even though there is nothing illegal in this situation, politicians have questioned the wisdom of exposing a minor to this form of employment. Both Prime Minister, Kevin Rudd and the Premier of Queensland, Anna Bligh, condemned the practice of allowing pre teenage girls to enter the modelling industry.

A number of fashion industry icons, including international model, Rachel Hunter, also the mother of a 12 year old daughter, agreed with the parliamentarians.

This issue is just another example of society's current obsession with body image, especially where young people are concerned.

Children are growing up too fast, too aware of adult priorities such as designer labels and high fashion clothing.

Ironically, as mainstream society is becoming larger and heavier as a result of the fast food industry, fashion models are becoming younger and more anorexic looking.

Whether the politicians are being politically correct, or the older models interviewed fear for their jobs in a competitive market, is not the issue. Nor is the increasing obsession with body image in our society. What is clear here is that there is no upper or lower age limit in the modelling industry. If there were, employment of pre teen models would be a breach of workplace practices.

Until there is legislation to protect children from working in unsuitable industries, nothing will change. It will remain up to parents to advise their children on career pathways. For now they are the final and the only arbiters in these matters.

makes reference to related issues

expresses opinion in concluding paragraph with reference to parents