

Review Sheet for Mass Media Offering Opinions Exam

I. Editors

- a. select material for publication
- b. select photographs
- c. copy editors correct spelling and grammar
- d. news editors assign and review stories
- e. managing editors oversee different departments
- f. editor-in-chief decides what goes into the newspaper and what gets special attention
- g. editor-in-chief and a team of departmental editors create an editorial board that make the important decisions concerning the paper.

II. Syndicated columns

- a. similar to guest editorials
- b. written by writers who have achieved status and popularity for their opinions and have been published in newspapers across the country.

III. Editorials

- a. often written by the editor-in-chief
- b. located on the editorial page
- c. can be in the form of a political cartoon, letter to the editor, or editorial board's column
- d. Editorials are subjective and not objective.

IV. Letter to the editor

- a. can be written by anyone
- b. editors and editorial board decide which ones to publish
- c. letter to the editor deliver a message

V. Editorial or persuasive writing uses 3 types of appeals

- a. logical appeals – uses facts, statistics, case studies, expert testimony, and reasoning to convince the audience
- b. emotional appeals – touches on fear, desire, hope, and guilt.
- c. in editorial and persuasive writing, emotional appeals are strongest when combined with logical appeals. Emotional appeals are especially effective in advertising
- d. ethical appeal – forces audience to consider issues of right or wrong

VI. Planning

- a. planning keeps the writer focused
- b. doesn't have to be fancy or detailed

- c. focuses your thinking
- d. planning is the first step in writing

VII. Controlling idea or topic sentence or thesis statement

- a. one clear idea that is presented and supported throughout the paragraph
- b. sometimes called topic sentence
- c. most times it is the first sentence in the paragraph
- d. all other sentences in the paragraph supports the controlling idea or topic sentence
- e. grabs the reader's attention
- f. Several strategies to form a strong topic sentence include:
 - i. Strategy #1 – Problem-Opinion Statement
 - ii. Strategy #2 – Number Statements
 - iii. Strategy #3 – Begin with a Preposition
 - iv. Strategy #4 – Avoid "There are" or "Here are"

VIII. Supporting ideas

- a. document facts
- b. supporting ideas give reasons for your argument
- c. elaborate on the controlling idea
- d. supply facts about your topic

IX. Persuasive techniques

- a. Bandwagon – relies on peer pressure. makes listener afraid of being left out
Example: Everyone has one, so you need to get yours now.
- b. Sense of urgency – makes us feel like we have to act or we will be left out –
Example: Supplies are limited! First 50 customers get a prize!
- c. Ethical appeal – appeal to our sense of right and wrong – *Example: How could anyone who has a heart let these people starve?*
- d. Emotional appeal – capitalize on hope and fear – *Example: If you use this medicine, your headaches will disappear!*