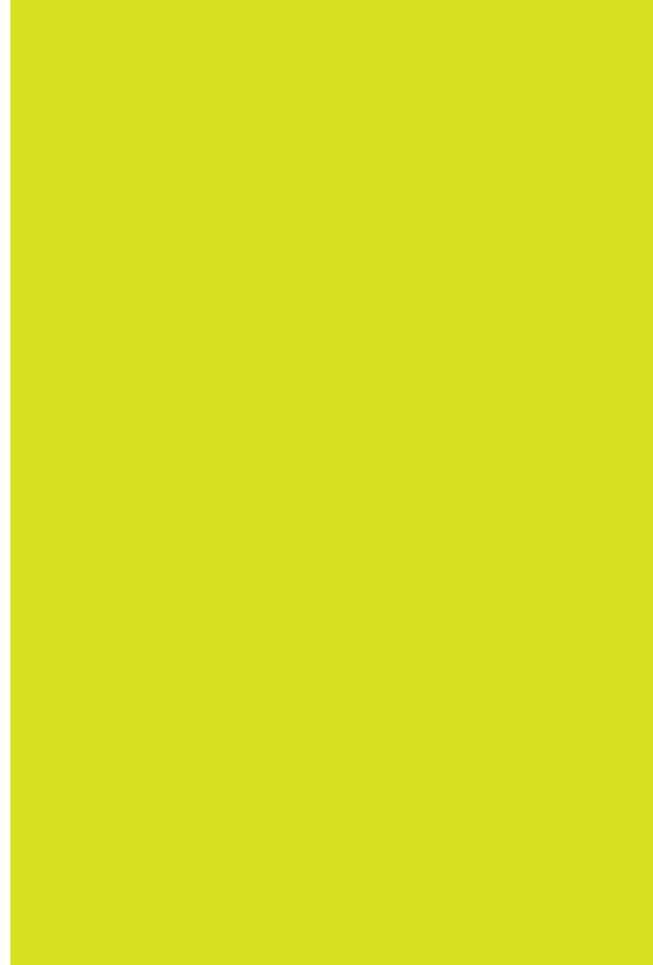


Writing an Editorial



aventa
LEARNING
by K¹²





Our Mission:

K¹² / Aventa Learning Instructional Services Team provides students the opportunity to become academically successful by providing rigorous curricula and instruction in a technology-enabled environment with its School Partners.

Equipping Yourself with Tools

- All workers carry around tools that help them be successful.
- Carpenters, accountants, teachers, students, and more!
- Tools make life easier.
- Writers have lots of tools.



Your Persuasive Writing Toolkit

Rhetorical Questions

Repetition

Imperative

Flattery

Power of Threes

Direct Address





An Example

Dear Students,

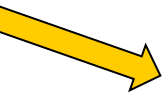
Did you know that on average students who attend their weekly Class Connect session do far better than students that do not attend. Do you want to be a successful student?

I know how bright you can be. I have read your work and appreciate your skillful analysis of Edgar Allen Poe's *Annabel Lee*. Last week I had three students attend my special class connect session on the poetry of the 4ACR class and by the time they signed off they felt smarter, stronger and more dedicated.

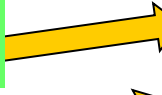


An Example

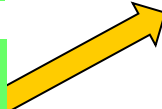
Rhetorical
Questions



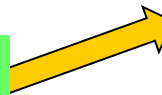
Direct
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Flattery



Power of
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What's an Editorial?

- An opportunity to express your opinion.
- About a controversial topic related to wealth and poverty.
- Includes the 5 Ws & an H (who, what, when, where, why, how).
- Supported with details and examples.
- Uses persuasive techniques.
- Typically 350-500 words in length.



Need ideas?

- Homelessness: Is it fair?
- Wall Street: Are the protests legit?
- Achievement Gap: Is there a gap between rich and poor when it comes to education?
- Wasting Resources: Is America throwing away a valuable resource?
- Shopping: Is this a great way to stimulate the economy?
- Teens: What can be done to create more jobs?
- Corporate Food: Does the fact that there's a McDonald's and Starbucks on every corner bother you?
- Gas: It's expensive...what's up?



A Sample... Syria Tests the U.S.

Who kills children? What kind of monstrous regime would intentionally target children and women? And how can the international community stand by and let that happen? Have we learned nothing from history, from holocausts of the past?

Over the weekend the body count in the Syrian town of Houla swelled by more than 150, among them, according to the United Nations observers on the scene, were 49 children and 34 women.

The United States and nearly all of the world community is holding the regime of Bashar al-Assad responsible....

So...

- Pick a topic that you are passionate about...
- And start writing!
- And remember...if you need help...ask me! 😊





Works Consulted

Boston Herald Editorial Staff. "Syria Tests the U.S." The Boston Herald, 30 May 2012. Web. 5 June 2012.

Harvard, Fran. "Pack Your Toolbox, We Are Going to Write Persuasively." 8 May 2012. PowerPoint Presentation.