

Editorial

Purpose: The research report was meant to *describe* your research process, and *inform* an academic audience of your findings. The editorial will take much of the same information and present it again, this time, with the purpose of *persuading* and *entertaining* a broader audience. You should consider the call to action, the solution to your problem, the “so what.” Make your audience care about your topic.

Audience: You might consider a broader, general audience, or you might consider a somewhat specialized audience such as readers of a magazine that would be likely to publish articles/editorials on your topic. In either case, we’re moving away from a purely academic audience to one of many ages, interests, and levels of education.

Conventions: You can refer to JAC Ch. 7 as well as the many editorials that populate the internet and newspapers. You might consider this project to be an informal essay. You may use personal pronouns, anecdotes, rhetorical questions, colloquialisms, sarcasm etc. You may also include any number of non-print media like pictures, videos, audio, graphs, hyperlinks to other articles or editorials, etc.

Trouble Spots: Here are a few common trouble spots for you to consider.

- How will you address your own bias? How will you address opposing viewpoints.
- How will you make your research rhetorically compelling/entertaining? How will you guide the reader’s attention to reach your same conclusions?
- How will you continue to make use of sources?

Turning it in: The project is due on Friday, November 9th at 11:59 p.m. To turn in your work you should upload your project to [Google Classroom](#).

1. Please upload your file as a Google Doc.
2. Please name your file in the following way: lastname-editorial-completiondate. So, for example, I would name my file frame-editorial-110918.

Getting a Grade: This formal writing will be returned to you with extensive feedback but no grade. I will use the rubric on the next page to guide my feedback. This rubric should give you ideas about how to prioritize your revisions.

Don’t forget that an excellent way to test your writing to see if you’re achieving your goals is to take it to the [SpeakWrite Studio](#) located in Colson Hall.

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	Professional	Discussion	Focus for Revision	Not Done
Responds with awareness of rhetorical situation such as purpose, audience, conventions, and context				
Offers an inventive argument that articulates a sophisticated position/stance and explores both the significance and multiple implications of the argument in a compelling way				
Smoothly and selectively integrates sources to support its argument				
Evidence and analysis are precise, nuanced, and work together to enhance the argument				
Organization and structure develop a coherent argument with momentum/tension that connects points to each other				
Transitions are natural and cue the reader to changes in topic. Paragraphs are focused and make use of topic sentences, evidence and/or analysis, and transition sentences				
Meets, exceeds, or challenges the expected genre conventions . Takes risks with its structure/format/media-type				