EDITORIAL • SELF-EVALUATION

BEFORE EVALUATING YOUR EDITORIAL, NUMBER THE LINES:
WRITE 5 NEXT TO THE 5TH LINE, 10 NEXT TO THE 10TH LINE, ETC.

TRY TO BE OBJECTIVE AS YOU READ YOUR OWN WORK. TRY TO PUT YOURSELF IN THE READERS’ SHOES, AS IF YOU ARE SEEING THIS EDITORIAL FOR THE FIRST TIME.

1. Which persuasive strategy did you use in your lead? (see “Persuasive Strategies” handout)

2. Does your lead HOOK the reader (grab his or her attention)?

   IF YES-- Why? What makes your lead work so well?

   IF NO-- What could you do differently to grab the readers’ attention? Should you use a different persuasive strategy — which one? Do you just need to word your lead differently? How?

3. In the rest of your editorial, which persuasive strategies did you use? (Name the strategy, then put the line #s where you used – or at least tried to use – that strategy.

   Which was the most effective strategy? Why?

4. Using a highlighter or underlining, identify every FACT you used in your editorial. Label each fact you used as an ANECDOTE, STATISTICS/DATA, or a TESTIMONIAL.

5. Which was the most important or effective FACT you used? (use line #s to identify)

   What made the fact so effective in this editorial?

6. In one sentence, explain the purpose of your editorial: