

## 6:2a Types of Editorials



Figure 81

Editorials can:

- **Criticize or attack:**
  - Require suggestions for change.
  - If an editorial attacks, it must be accurate in the charge.
  - The criticism or attack must be backed up with facts.
- **Defend:**
  - Stand up for an individual or organization under attack by society.
- **Endorse:**
  - Backing of an issue or a candidate
  - Must give solid reasons for doing so
- **Compliment:**
  - Show evidence that the compliment is deserved
  - Praise when warranted



Figure 82

## 6:2b Types of Editorials



Figure 83

- **Instigate, advocate or appeal:**
  - Instigate means to go on a crusade for something—improvement of facilities or working conditions, etc.
  - Advocate through backing suggestions offered by groups or individuals seeking changes.
  - Appeal by encouraging people to donate to a cause or vote for or against an issue.
- **Entertain:**
  - Should have a worthwhile point and should be written about something worth the reader's time.
- **Predict:**
  - Support predictions with fact.



Figure 84