

6:5a Column Writing



Figure 87

What should a column do?

- Highlight creative expression of opinion.
- Reflect the personality of the author.
- Showcase superior writing ability and distinctive style.
- Express the viewpoint of one writer rather than a newspaper. (Any approach--persuasion, praise, explanation, entertainment--can work)
- Build on careful, thorough reporting that incorporates purposeful interviews and documented observations.
- Focus on a subject that appeals to many readers.
- Present new insights in a lively manner that shows the writer's conviction.
- Provide commentary that stimulates readers to think, to evaluate, to act, and to see everyday life from a new perspective ranging from the serious to the humorous.



Figure 88