

**ESSAY 4: EDITORIALIZING**

**Writing Exercise 3**

**Due: Thurs 11/3**

You've now seen several examples of editorials, discussed how they are written and written an editorial of your own using all of these strategies. Now it's time to explore other forms of editorials. Today, we discussed editorial cartoons: what they lacked, what was assumed about the audience and what type of tone was used.

For this writing exercise, you will explore another type of editorial, the blog, an online journal kept by a single person and publically accessible to anyone who wants to read it. Bloggers have become very important in the news over the last few years; they have become our frontlines for discovering the opinions of communities at large. Typically, a blog entry discusses a particular topic with the opportunity for readers to respond to that same topic. This creates a relationship between blogger and reader and allows them to interact in a linear order. Other readers come along and read the original entry as well as the other comments and can respond to anyone of the issues brought up.

Find a blog that interests:

Lists of Blogs

<http://www.blogwise.com/> (Lists of blogs)

<http://blogsearch.google.com/> (Search for blogs on your favorite subjects)

Some Current Issues Blogs

<http://www.rnc.org/Blog/Default.aspx> (For those interested in the Republican party)

<http://www.dnc.org/blog.html> (For those interested in the Democratic party)

<http://www.washingtonpost.com/wp-dyn/content/opinions/columnsandblogs/> (*Washington Post*)

<http://www.sfgate.com/cgi-bin/blogs/sfgate/about?blogid=14> (*San Francisco Gate's* 11/8 Election)

Read through several blogs and their entries before you choose one blog entry. Print out this entry (and any responses) to bring with you to class on Thursday. For your writing exercise, use your blog entry to discuss how blogs differ from editorials (authority, audience, tone, voice, personal, Internet-reliant and many other things that we discussed in class). Avoid using "I" when discussing this blog; analyze it just as you have done for other class readings. Be prepared to present the blog entry and your thoughts to the class.

Page Length: 2 pages (maximum)

Administrative Notes:

- ▶ This assignment needs to be typed, double-spaced with one inch margins.
- ▶ Type your name, the date and the exercise or draft number on your written assignment.
- ▶ Type your name and the page number in the upper right corner of every page.
- ▶ Give this exercise an original title (of your creation).
- ▶ Staple the pages together. (DO NOT FOLD OR PAPERCLIP YOUR PAGES.)
- ▶ Proofread everything before you turn it in. There should be no spelling or typographical errors.

**Writing Tips**

- ▶ Use details & analyze them.
- ▶ Analyze personal experience.
- ▶ Unless using PE, avoid I, we, us, our.
- ▶ Avoid run-on & fragment sentences.
- ▶ Make sure each sentence connects to the next.
- ▶ Place punctuation inside quotation marks.
- ▶ Use signal phrases to introduce a quote.
- ▶ Include author/title in that quote's introduction.
- ▶ Analyze/discuss/connect the quote to your idea.
- ▶ Use MLA in-text citation method.
- ▶ Avoid word sentences (simplify).
- ▶ Use appropriate language (avoid clichés & slang).