Writing an editorial letter
Goals

- Can explain the key features of editorial letters and explain their importance.

- Can write my own editorial letter and accurately use a range of techniques commonly associated with them.
We rarely agree with everything written in newspapers and magazines, and the way to let the world know our feelings is via an editorial letter.
In this lesson you are going to **review** some of the previous topics covered in this unit and learn how to write an **editorial letter**.

To the Editor,
Answer the questions.

1. How often do you read newspapers and magazines?
2. Have you read an article that you disagreed with recently?
3. What do you do when you disagree with something you read?
Do you remember these phrases from previous lessons? Can you give examples of each in full sentences?

- dare I say it, but
- it can be argued
- it can be concluded
- the best possible reason
- I can honestly say
- sincerely
- strongly
- confidently
Editorial letters have certain characteristics that make them different to other letters and are outlined below.

- An editorial letter is addressed to the editor of a newspaper or magazine.
- It is usually published at or near the front of the publication.
- They take a position for or against an issue.
- They are usually between 200-300 words and are concise and to the point.
- They are polite and formal in tone.
Why write an editorial letter

There are many reasons why people choose to write letters to the editor. A few are explored below.

<table>
<thead>
<tr>
<th>Reason</th>
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<tbody>
<tr>
<td>You are angry about something</td>
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<td>You want to draw attention to an issue</td>
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<td>You want to educate the general public on a certain matter</td>
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<td>You want to influence public opinion</td>
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<td>You want to influence public policy makers indirectly</td>
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<td>You want to suggest an idea to others</td>
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Do you usually read the editorial letters in newspapers and magazines? Can you remember one that you’ve read?
Do you feel that the press in your country is ignoring a key issue at the moment? If you could encourage them to focus more on any issue, what would it be?
Writing letters

Have you ever written an editorial letter? Why did you write it and on what subject?
A letter to the editor should follow the format below.

<table>
<thead>
<tr>
<th>Open with a simple greeting</th>
<th>To the Editor if you don’t know the editor’s name, or Dear Mrs Jones if you do.</th>
</tr>
</thead>
<tbody>
<tr>
<td>State the article you are responding to (if you are)</td>
<td>I am writing with regard to the article The Electronic Death of Music published 8th May.</td>
</tr>
<tr>
<td>State your position</td>
<td>Say why you are writing and what you believe: I was outraged by the article...</td>
</tr>
<tr>
<td>Provide evidence or examples</td>
<td>Use statistics, data, survey results etc.</td>
</tr>
<tr>
<td>Say what you want to happen</td>
<td>I demand a written retraction!</td>
</tr>
<tr>
<td>Sign the letter</td>
<td>Use your full name and title, if relevant. Or if you prefer, you can remain anonymous.</td>
</tr>
</tbody>
</table>
To the Editor,

I am writing with reference to the article The Electronic Death of Music published on 3rd March. This article discussed what you referred to as ‘the decline of music’, which you said was a consequence of the advent of electronic music.
I have to say that I wholeheartedly disagree with what was written in that article. While I do understand that technology has made access to music easier, and has made music easier to produce, I absolutely cannot agree with the contention that music is dying because of the advent of electronic music. New music has always been described as experimental and this is exactly how electronic music should be portrayed. It is a type of music in its infancy, and dismissing it now is to do it a great disservice.
I sincerely recommend that the author of the article listens to some electronic music again, and perhaps takes advice from someone in the know about which subgenres might appeal to them. Another published piece, this time with a more balanced feel, on electronic music would go some way to appeasing this dissatisfied reader.

Thank you for your time.

Kind regards,

John Doe
Choose a topic

Look at the following slides which review topics you learnt about in this unit. You are going to **choose a topic for your editorial letter** here.

What did you enjoy most in this unit?
In this lesson you looked at the **underrepresentation** of women in technology based jobs. You discussed **gender issues** and ways to **incentivise** women to work in tech.

**Women in tech (unit 5)**

Women are chronically **underrepresented** in tech jobs.
In this unit you looked at what **smart living** means and the impact it will have on our lives in the future. You thought about the **pros and cons** of having everything connected, as well as discussing whether smart living would be good for us in general.

It will be difficult to **safeguard** our devices from attack.

Having everything done for us could result in **passivity**.
In this unit you looked at the question of whether ideas are becoming globalised. You explored the possibility that globalisation is washing away local cultures and creating a monocultural world. You also looked at the counter argument, which was that the internet and technological developments are creating a multicultural world.

Some people worry that the dissemination of ideas across borders means that local culture is being eroded.
Talk about the topics

Which of the topics do you remember the most from the past unit? Do you have strong feelings about any of the topics?
Read through the extracts from newspaper articles on the next few pages. Which one would you most like to respond to?
Tech companies are hiring more and more women but sexist attitudes within the companies remain. Once women are in tech jobs, they tend to leave quickly as they feel victimised, singled out, and alone. The solution to this is to put a hold on hiring women for now, until the deep-rooted sexism within organisations has been rooted out.
There are only positives to be drawn from smart living, as our lives are made easier and current problems are smoothed over.
We shouldn’t be worrying about the globalisation of ideas. The more connected we are, and the more in sync with one another’s thoughts and actions, the fewer problems there will be in the world. Greater homogenisation in ideas and culture will lead to greater understanding, and will eliminate the religious and cultural wars that we see being raged now.
Make a plan for your letter.

- Go back to page 12 which tells you how to plan and read through the extracts to help you.
Write a letter

Write your letter to the editor. It should be around 200 words, and polite and formal in tone.
Write a letter: part two

Now, thinking about the same topic, try and write another letter to the editor with an opposing view. Be as creative as possible but retain the polite and formal tone.
Reflect on this lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don’t forget!
Homework
Writing

Write another editorial letter on another topic from the lesson.
On the page below, list the main points you must consider and refer to when writing an editorial letter.

Points to consider

• polite yet formal tone
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