

EDITORIAL WRITING

CHECKLIST

Have you

Checked the question carefully and identified:

- Purpose?
- Audience?
- Genre (ie script ... booklet ... poster ... article)?

Got the language level right?:

- Monosyllabic Anglo-Saxon versus ornate Latinate vocabulary
- Simple and compound sentences versus complex
- Concrete versus abstract nouns

Have you thought about the layout?:

- How to make it visually eye-catching
- Use of boxes, logos, illustrations, shading, bullets, underling, headings

Have you used a variety of text styles:

- Bit of narrative ("Imagine being a Viking. You wake up and notice")
- Bit of factual ("Viking burials: the key facts")
- Bit of personal (Diary of an archaeologist: "It was amazing to work on this site ...")
- Questions ("What do you know about Anglo-Saxon life?")
- declaratives ("This is what a brooch looked like")
- imperatives ("Don't try this yet ...")

Have you got the tone right?:

- Informal ("isn't ... can't : is not Cannot")
- Directly involving the reader ("How much do YOU know") or impersonal (The essential knowledge)

Finally:

- Have you got a balance of entertaining, informing, persuading?
- Have you shown the examiner that you can use language **creatively**?
- Have you really exploited your knowledge of genres and presentational features?
- Got a balance of using material from the passage (recast into a new style/purpose) and your own ideas?
- Written a commentary which is precise, analytical, impersonal and evaluative?