



EDITORIAL EVALUATION

NANCY R. SINGER

NAME _____

PERIOD _____ DATE ____/____/____

Directions:
Circle the number on the scale which corresponds most closely to the statement you agree with. You may circle a number half way between the two statements.

Multiply the number circled by the number to the right of the bar and enter the total on the line.

Add the totals on each line to determine how well you did.

90-100 **Great**
80-90 **Needs work**
70-80 **Major problems**
Below 70 **Try again**

Does the editorial have a clear, well-stated focus?

1 2 3 4 5 X 3 _____

Focus is unclear Focus is somewhat clear Ideas are easily understood

Is the subject matter appropriate for the audience?

1 2 3 4 5 X 2 _____

Editorial is not relevant to audience Editorial could be relevant to the audience Editorial is appropriate for the audience

Does the editorial show adequate research and thought?

1 2 3 4 5 X 1 _____

Shows lack of research Needs more research Has appropriate research

Is the type of editorial appropriate for the subject matter?

1 2 3 4 5 X 1 _____

Wrong type of editorial Editorial could be adapted to correct form Editorial type is appropriate for the content

Does the editorial make three or four major points?

1 2 3 4 5 X 1 _____

Needs more or fewer points Points are sufficient Points are clear and easily found

Does the conclusion offer solutions or call for reader action?

1 2 3 4 5 X 3 _____

Does not offer solutions Solutions are unclear or vague Solutions are specific and constructive

Are there any grammar, spelling or style errors?

1 2 3 4 5 X 2 _____

Four or more errors One to three errors No errors

Does the editorial fall into any "editorial pitfalls"?

1 2 3 4 5 X 3 _____

More than one pitfall Only one pitfall No pitfalls

Is the overall writing is effective in persuading the reader?

1 2 3 4 5 X 4 _____

I was not convinced by this editorial I could be convinced by this editorial I was inspired or stirred to action

Total _____