



Writing Opinion for Impact

Conrad C. Fink

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Good editorial writing has the potential to start a war – or avoid one. Is it any wonder event the most experienced journalists find opinion writing important and fascinating? In this fully updated and revised second edition of *Writing Opinion for Impact*, author Conrad Fink provides the guidance for translating the basics into opinion writing that is reasoned, forceful, responsible, engaging and readable. New to this edition is a stand-alone chapter on Commentary for Cyberspace and Broadcast, with an expanded discussion of writing for online publications, including a discussion of *Slate*, other Internet services, and blogs. Also new to this edition is the inclusion of full-length editorials complete with the author's commentaries that elaborate on teaching points from the chapters. These editorial reprints and author commentaries include: editorials from leading newspaper and magazine publications; a political commentary column; a humor column; a sports column; a film review; and columns on business and lifestyle. New or expanded coverage also includes: discussion of plagiarism and outright lying that struck column-writing in recent years; staying fair and balanced in reporting; computer assisted reporting, including Web sites; career progression for columnists; the trend toward campus newspaper columns containing frank sex advice. Aspiring editorial writers and columnists – whether students or journalists in transition – will find the second edition of *Writing Opinion for Impact* an invaluable guide to the responsibilities, techniques, and art of opinion writing.



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