

Unit 12

Editorials and Advertisements

What Is an Editorial?

An editorial is an article published in the newspaper section or in a magazine in which the writer expresses his statement of opinion on an issue.' The writer of an editorial may be the editor himself, the publisher or a person unconnected with the newspaper.

The Types of Editorials in Newspapers

The editorials published in most newspapers usually convey an issue that interests the public or has an effect on the majority of people. Accordingly, editorials can be classified as follows:

1. Editorials concerning an important or world figure or movement such as the case of Aung San Suu Kyi, and the political decisions made by the presidents and prime ministers of many nations.
2. Editorials concerning political issues such as government policy and decisions, vote-buying and foreign matters.

¹ E.D. Hirach J., Joseph F. Kelt and James Trefil, *The Dictionary of Cultural Literacy*, Boston: Houghton Mifflin, 1988, p. 145.

3. Editorials concerning the environment and social issues such as child and woman labor and sex abuse, unemployment, traffic crisis, deforestation, and pollution.
4. Editorials concerning the arts, culture and education.
5. Editorials concerning economic and business matters or views such as inflation, deflation, depression, the stock exchange, the value and devaluation of the **baht**, money laundering, the rise of oil prices, and IMF issues (International Monetary Fund).

Letter to the Editors

Letters or articles from the reader expressing or stating their opinion, resolution, and suggestion of a particular issue that is in the public interest such as **traffic** jams, pollution, education, **skytrain** construction, floods, and so on. Occasionally, it may be a letter from someone to praise or blame something occurring in society such as praise for the sacrifice of the police's hard work and the blame for their accepting bribes.

The Principles of Writing an Editorial

Basically, writing an editorial requires the following principles:

1. Give the title of the editorial either in a phrase or sentences, for example, "Attack on Teenage smoking" (phrase), "Poverty in America?" (phrase) and "Beijing Is Unhelpful." (sentence)
2. Write the editorial content by stating the main elements and reasons of the issue being discussed. An editorial may have only one paragraph or more

depending on the subject matter of the issue. In writing the editorial, the style of writing must be taken into consideration, as well: be it descriptive, narrative, argumentative, cause and effect, chronological or spatial. Certain styles of writing suit certain kinds of topics only. The format of an editorial is similar to that of an essay or composition because it comprises an introduction, body and conclusion. The conclusion usually sums up what has been mentioned before.

3. Pay attention to the choice of words, tone, and grammatical structure.
4. As for letters from the reader, there must be a salutation such as “Dear Editor”, or “Sir.”
5. Use a pen name, pseudonym or real name at the end of the editorial.
6. The ending of a letter may follow a sentence beginning with: “We would like to urge the authorities concerned to solve this matter as urgently as possible;” or “The authorities concerned must take into consideration

Text from Editorials

The following is an editorial written by the editor of *The New York Times* expressing his opinion toward a poor and uneducated person whose good deed rivals that of a millionaire.

Gift of a Lifetime

Multimillion-dollar gifts to American colleges and universities have become almost routine. Bill and Camille Cosby gave \$20 million to Spelman College. Henry Rowan, who furled a manufacturing business, and his wife, Betty, gave

\$100 million to Glassboro State College, which was then renamed Rowan College or New Jersey. The billionaire Walter Annenberg gave \$25 million to Harvard and \$120 million to the University of Pennsylvania. So why is it even noteworthy when Oseola McCarty, an elderly black woman, donates \$150,000 to the University of Southern Mississippi?

In the case of Ms. McCarty, it is the heart behind the gift, and the lifetime of effort that went into it.

Ms. McCarty, now 87, earned her money washing clothes for people in her hometown of Hattiesburg, Mississippi, which is also the home of the university. With no husband or children, no travel or expensive hobbies to

claim the dollars and change she earned, she just continued to save it up over the years.

After taking out what she needs to maintain her modest lifestyle, she is donating \$150,000 to the university for scholarships for black students. The University of Southern Mississippi was first opened to blacks only 30 years ago.

Ms. McCarty, whose one major regret in life is that she never finished school after having to dropout in the sixth grade, is living proof to impatient young people that dignity and reward in work is what you make or it. She exemplifies donors who struggled to achieve a measure of success in one generation and then teach forward to help the next generation.

The first recipient of one of Ms. McCarty's scholarships, Stephanie Bullock, plans to major in business and has all but adopted her benefactor. She and subsequent scholarship winners can be grateful for a special gift from a special woman.

— THE NEW YORK TIMES.

From the reader

The following is a letter written by Mr. Roger Welty (who once was an English lecturer at the Department of English and Linguistics, Faculty of Humanities, Ramkhamhaeng University) to the editor of *The Bangkok Post* stating his knowledge of the word "Siam."

It's Thailand

Sir: Hasn't your writer Michael Broke, got things a bit turned around in the article "Bomb spared Allied invasion of Thailand?"

According to this writer Thailand was called Siam during World War II. However, the truth is that Siam was called Thailand during the war. It was Siam before the war, Thailand during it. After the war the country reverted to Siam again for several years. Some of us wish it were still.

Roger Welty.

The following is a letter written by a little girl named Virginia **O’Hanlon** to the editor of *The New York Sun* in 1897. It was widely reprinted for many years.

Is There a Santa Claus?

Dear Editor:

I am eight years old.

Some of my little friends say there is no Santa Claus.

Papa says “if you see it in the Sun it’s so.”

Please tell me the truth, is there a Santa Claus?

Virginia O’Hanlon²

² Donald Paneth, *The Encyclopedia of America Journalism*, New York: Facts on File, 1983, p. 139.

Activities

Exercise 1

Write an editorial expressing your opinion either toward a very important person or a social issue.

Exercise 2

Write a letter to the editor of a newspaper expressing your opinion of something worth the public's interest and attention.

Exercise 3

Read the following letter to the editor, then answer the questions.

An Idea

Regarding "Europe's Tobacco Wars:

Cigarette Firm Steps In " (June 26):

Instead of placing costly advertisements in the newspapers, Philip Morris would do better to contribute that money to cancer research. It is a medical fact that smoking is a leading cause of cancer in the world today.

The money contributed by this company might help find a cure for this **disease**—which in turn might save the lives of many

of those 97 million people who smoke in the European Union today.

Patricia R. Clark.

Paris

(From *International Herald Tribune*, Hong Kong, Friday, August 18, 1995)

3.1 What type of editorial is this?

.....

3.2 What is Miss Clark's idea?

.....

3.3 According to Miss Clark, what is the major cause of cancer?

.....

3.4 What is the number of smokers in the European Union?

.....

3.5 According to Miss Clark, how much money did the tobacco company pay for the advertisements?

.....

3.6 What has happened in Europe?

.....

3.7 Is there any idea like this in Thailand? What is it?

.....

What Is an Advertisement?

The marketing strategy comprises the 4 Ps, namely, Product, Place, Price and Promotion. In promotion itself, there are 4 elements. They are advertising, personal selling, sales promotion and public relations. Therefore advertising is one of the four techniques used to promote a product or service. The message of the promotion process is called an advertisement. Advertisements are very common today because they are both the oral and verbal messages communicated to a large number of consumers through mass media such as radio, television, magazines, billboards, direct sales and newspapers.'

The Types of Advertisements

Advertisements in the newspapers are also called ads or classified ads. The language used in advertising must be carefully chosen so as to create special **effects**.⁴ The words or sentences used must create images, convey information and often must have more than one meaning for the audience to guess. Advertisements, however, vary in different cultures. There are many kinds of advertisements today such as advertisements for academic, business and economic matters all of which are presented through oral and verbal communication. The advertisements or classified ads in the newspapers are messages verbally communicated with the reader.

³ St. John, Maggie Jo, *Advertisements and the Promotion Industry*, New York: Prentice Hall, 1994, p.2.

⁴ St. John, p. 43.

How to Write Advertisements?

The following are some of the tactics used in writing advertisements:

1. Write simple and short sentences and use active voice rather than passive voice, for example: We serve you the best food; instead of the best food is served to you by us.
2. Think of the concept of the product. For instance, if you want to sell a car. You have to **advertise** it. The concept is to sell that car. What kind of car should people buy? This will help you to create the message you want to convey.
3. Avoid using too much humor and parody because this is very sensitive and not **every** reader will share the same humor and parody.
4. Write with language that makes the reader realize how important and necessary for them it is to buy that product or use that service.
5. **Use** parallel structure. Do not confuse the reader with complicated, dangling and ambiguous structures.
6. Use prepositions to join the ideas together, for example, A candidate with a pleasant, compatible, smart, and active personality.
7. Use transitions to link one idea to another.
8. Use interesting and attractive vocabulary to persuade the reader.
9. Have a product or service mind so as to be able to be more creative. The more you know of that product or service, the better you are at advertising.
10. Use contracted words to save space and create attraction and impression.

The Elements of Advertisements

Basically, an advertisement includes the following elements:

1. The headline or title of the product or service being advertised. It could be either a word, phrase or sentence, such as *“For rent,” “For sale,” “To let,” “To lease,” “Secreta y,” “We are looking for a challenging person.”*
2. The detail or information about that product or service being advertised.
3. There may or may not be a picture to illustrate the product or service.

What Is Advertised in the Newspapers?

The following is a list of advertisements which are usually seen in the newspapers:

1. Advertisements for land, housing and accommodation either for sale, purchase or rent.
2. Advertisements for consumer goods such as foods, beverages, clothes, and any other necessary items.
3. Advertisements for public services such as job, charity and government announcements.
4. Advertisements for tourism such as sightseeing tours, inbound and outbound tours, educational tours, incentive tours.
5. Advertisements for food shops and restaurants.
6. Advertisements for the activities of the government and private sectors.
7. Advertisements for job applications which can be mostly seen in the classified ads section of a newspaper. The common heading of this type of -advertisements is under such words as *“Wanted,”* and *“Required,”* or a

phrase like “*Urgently need.....* ” followed by the position offered. Normally the jobs, positions, openings, vacancies or posts are: *secretary, engineer, manager, foreman, teacher, clerk, sales representative, accountant, supervisor, consultant, cashier, sales manager, receptionist, operator*, etc. Next to the position needed, the advertisement for a job may state the candidate’s qualifications such as education, age, sex, nationality, English competence, computer literacy, recent photos, relevant documents, transportation and experience. It may include fringe benefits and an attractive remuneration to attract the job hunters as well as give the address and telephone number for further contact.

Examples of Advertisements for Job Application

A well established footwear export **manufacturer**

Urgently Requires

ASSISTANT EXPORT MANAGER

- Female, age not over 35 years
- University graduate, G.P.A. 2.5 up
- Fluent in English, both written and spoken
- Experience in marketing is preferable

Interested person please contact :

A.D.B. Advance Co., L&d.

1900 Bang-Na, Bangkok 10100

An established and respected multimedia and publishing group of companies is seeking a


Qualification

- ☺ Basic HTML knowledge,
- ☺ Male/Female, over 25 years of age,
- ☺ Background in arts preferred,
- ☺ Pleasant personality, fair English and interpersonal skills.

Giving detailed qualification & experience indicating expected salary and email to

somchai0001@job.co.th

Examples of Advertisements for Tourism



SUNSHINE TOUR
HOLIDAY PACKAGES

ZONZAA AIR

KAOSHIUNG (MON, WED, FRI, SUN)	3 DAY S/ 2 NIGHTS	฿ 12,810
TAIPEI (DAILY DEPARTURE)	3 DAYS/ 2 NIGHTS	฿ 12,810
LOS ANGELES (DAILY DEPARTURE)	6 DAYS/ 3 NIGHTS	฿ 23,500
SAN FRANCISCO (DAILY DEPARTURE)	6 DAYS/ 3 NIGHTS	฿ 24,500
HONOLULU (MON, WED, FRI, SAT, SUN)	6 DAYS/ 3 NIGHTS	฿ 22,500
NEW YORK (DAILY DEPARTURE)	6 DAYS/ 3 NIGHTS	฿ 28,250
SEATTLE (DAILY DEPARTURE)	6 DAYS/ 3 NIGHTS	฿ 25,150
LONDON (TUE, THU, SAT)	5 DAYS/ 3 NIGHTS	฿ 27,130
VIENNA (WED, FRI, SUN)	5 DAYS/ 3 NIGHTS	฿ 24,065

Domestic & World wide discounted tickets are also available

Tel: 110-1111, 111-1111

"SUPER FUN PACKAGE"
 4 DAYS / 3 NIGHTS SHARING TWIN ROOM

✎ Singapore	8,300-
✎ Hongkong	9,300-
✎ Dali	12,900-
✎ Penang	6,600-
✎ Auckland	23,500-
✎ Seoul	17,300-
✎ London	--2,700-
✎ Sydney	18,800-
✎ Phuket	6,900-

Tel: 123-4567, 123-4569
 Pax: 123-4568

Highlights

Buy 2 and get 1 FREE!!!
 From December 1, 2000 - when you buy 2 return tickets

SPARTAN

Business class to HONGKONG
Price 9,900.- Baht/Ticket
 From
5 STAR MASTER TRAVEL
You will get 1 night FREE!!!
 At
Columbus Hotel

★ **5 STAR MASTER TRAVEL**
Tel: 111-2233-5

This type of advertisements offers inbound and out bound tours. The language is simple and short. An advertisement of a tour normally includes the name of the tour agency, its logo (image or monogram), the names of the tourist attractions and the length of time of the tour. Sometimes, the ad may carry the company's slogan either in a phrase or a sentence, for example, "*Super Saver Package*," "*Buy 2 and get 1 free*," and "*We serve you the best of the best.*" The advertisement for tourism ends with the tour agency's address and telephone number.

Example of Advertisements for Food Shops and Restaurants

GREAT BARGAINS A WAITING AT INGAR'S



From now till October 31st every 1,000 Baht you spend with American Express Card on food and beer at INGAR'S, you have a chance to win two business class tickets to Munich on Lufthansa, incl. 3 nights accommodation and tours. For ladies only bring your friends along from now till September 30th every Wednesday attractive draw prizes await you. INGAR'S for the good times.

PAULANER Tel : 111-8888

BAPLUKITCHEN

INTERNATIONAL BUFFET

ALL YOU CAN EAT

MONDAY - SATURDAY

LUNCH : 140 BAHT

DINNER : **180**BAHT

AND SUNDAY FAMILY BRUNCH : 150 BAHT

(CHILD UNDER 10 YEARS 80 BAHT)



NOW OPEN

PLEASE CALL

444-8866



LA GRITTA

ITALIAN & SEAFOOD

SPECIALITIES

TEL : 445-56677



JET'AIME

French Restaurant



MON - SAT 12 a.m.-2 p.m. (lunch)

6 p.m.-11 p.m. (dinner)

111/1 soi YAHOO

Tel. 5550099

The language in this type of advertising is also lively, short and simple. The advertisement of this sort includes the name of the food shop or restaurant, its type of food such as *“Chinese food,” “International food,” “Sea food”* and *“Authentic food ”* Besides, it states the meals served such as *“Breakfast,” “Lunch,” “Dinner,” “Buffet,” “Imperial Chinese food,”* and *“Cocktail”* together with the slogan of the restaurant to attract the reader such as *“All you can eat, ” “Home-style. cuisine,” “Homecooked food in candle-lit atmosphere,” “With superb wine and best service,”* and *“Specially prepared by chefs from Hong Kong.”* The advertisement of a restaurant also ends with its address and telephone number for the reader to contact and make reservations.

Activities

Exercise 1

Fill in the following blanks with your knowledge of advertising.

1. The advertising of land, housing and accommodation is usually under the heading of , , and
2. In an ad for a house, there must be information about the number of bedrooms, , , , as well as other information such as lawn and and furniture which is labeled as ‘Furnished’ and “.....” , or “.....”

3. In terms of advertising,

2 beds =

3 baths=

rm =

Exercise 2

Fill in the following blanks with the words given below.

preferably

desirable

applicants

experience

background

degree

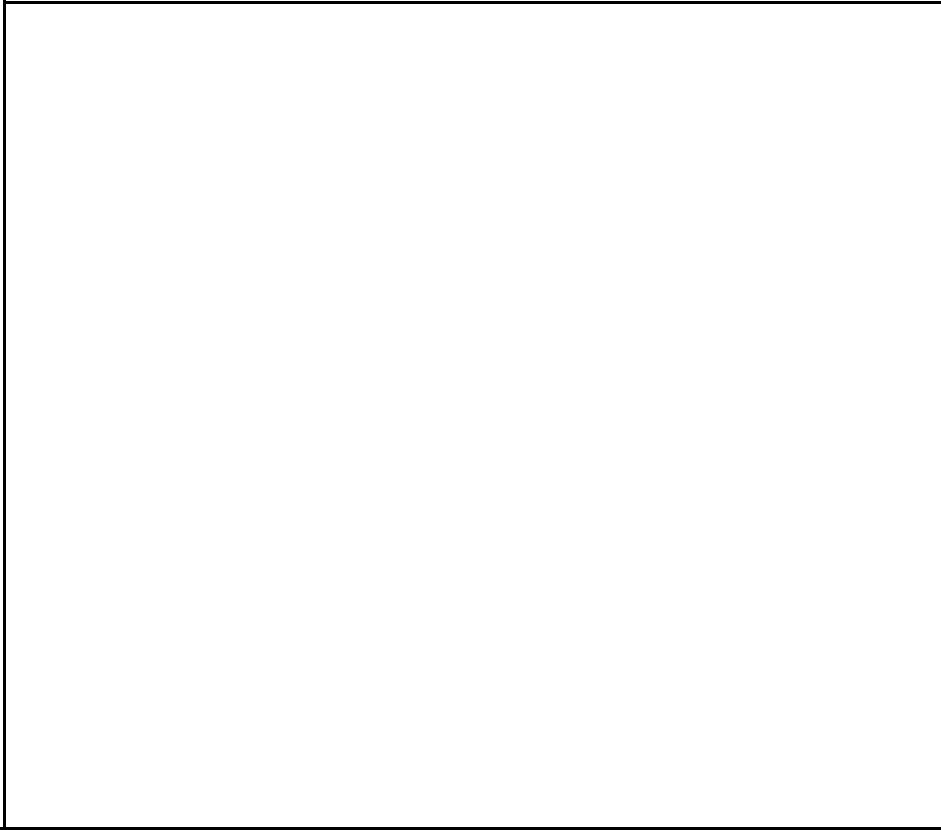
required

..... should have a master

from an overseas university, with a strong legal, accounting or financial
..... At least three years experience in one of these field is
..... Previous experience in working with the SET is
..... or 2 years in equity research.

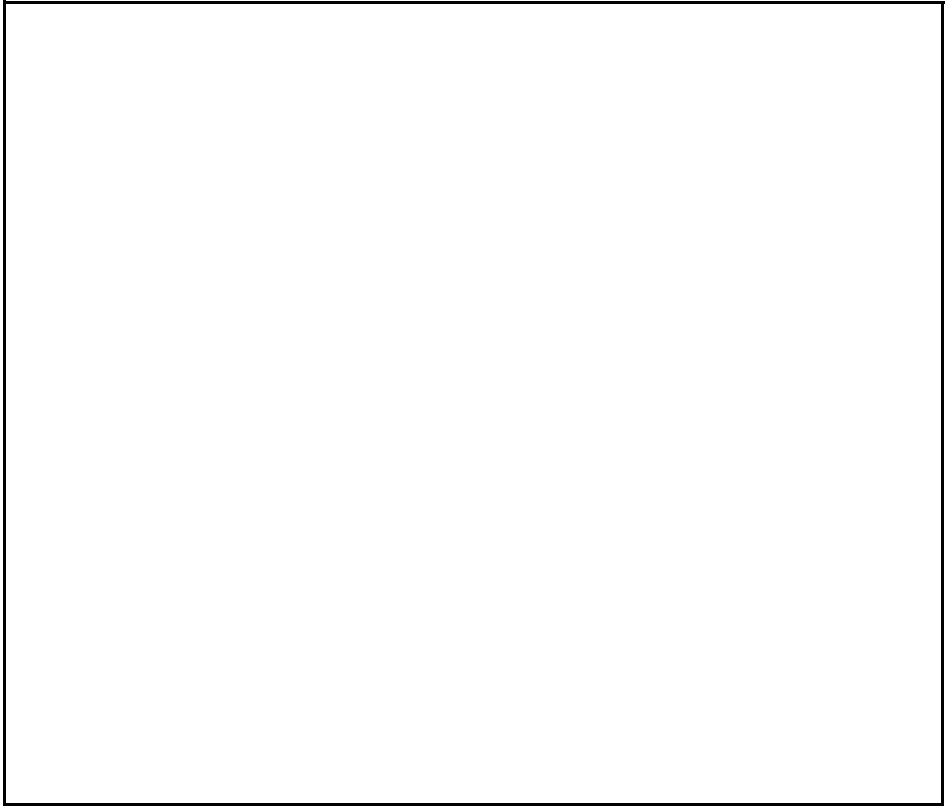
Exercise 3

A sportsware company wants to hire salespersons to help sales work in the store and deal with foreign customers. Write an ad covering all the information for this contact. Create the necessary detail.

A large, empty rectangular box with a thin black border, intended for the student to write an advertisement based on the instructions above.

Exercise 4

Write an ad for a Thai food restaurant in Stockholm, Sweden. Create all the necessary detail..



Exercise 5

The following is the information for hiring someone to babysit an **American babyboy**. Write a suitable ad. Create any **necessary** detail.

- Female and university **graduate**
- 20-24 years of age and good command in **English**
- Healthy and hygienic
- With experience in babysitting
- Able to travel with the family during summer or **vacation**

A large empty rectangular box with a black border, intended for writing the advertisement. The box is mostly empty, with a small, irregular mark on the right side near the bottom.