

## WRITING COMMENTARY (OP-ED) QUALITIES

### IDEAS

the writing is *focused on an issue important to the writer*

there is a combination of story and evidence woven together to make a point

### ORGANIZATION

a strong *lead* moves the argument forward, often this is short, cohesive story

the *ideas* are developed in a logical way and the elements work together

use of *transitional phrases or subtitles* connect evidence strands to one another  
and to the central idea

the *ending* completes discussion of the central idea

### VOICE

the voice is *appropriate* for the audience

a confident, efficient voice holds the reader's attention

and shows a command of the subject while also *conversational* in tone

### WORD CHOICE

original, ear-catching phrases

strong verbs, clear nouns, and fewer adverbs and adjectives

meaning is illuminated by vivid, precise words

### SENTENCE STYLE

smooth, fluent sentence structure works to advance the ideas  
writer has paid attention to repeating structures and altered them  
varied sentence lengths and beginnings of sentences

### CONVENTIONS

punctuation is perfect  
intentional risks in conventions allowed if they work in the context of the piece

### COMMENTS: