Op-Ed Outline Guidelines

**Length:** 750-1000 words

**Central Question:** What do you want to tell the world about your globalization issue?

**Catchy Title Idea:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# I. Intro Paragraph(s)

* **Hook:** Catchy, thought-provoking question or statement; vivid illustration or example, interesting, motivational or beautiful quote, etc...
* **Background Information:**
* Provide necessary context on your issue for your targeted audience
* Why should your reader care?
* **Thesis Statement: The perspective or solution that you’re arguing for.**
* Arguable.
* Catches the readers’ attention.
* Short and concise.

II. Body Paragraphs

Your body paragraphs should clearly explain your perspective about the globalization issue that you researched.

This is where you use your data, stories, and quotes from your research to convince the reader that your perspective is the right one, and that if you are offering a solution, that they should also support your course of action.

Remember, this is NOT a five paragraph essay! You will likely have more body paragraphs than you would for a regular essay, but they will be shorter.

If possible, you should outline a solution or ideas for preventing this problem in the future.

**What Can I Do In Body Paragraphs?**

After you've written a catchy hook to get your reader emotionally invested, and presented your thesis, then what?  Here's a list of possible things you can do in your short and punchy body paragraphs:

* Set context
* Define key terms
* Give concrete or real-world examples of abstract concepts or ideas
* Address counter-arguments
* Present evidence for your thesis, and explain that evidence
* Define a problem
* Propose or defend a solution or course of action
* Tell a story

III. Conclusion:  
This is a short paragraph that restates your thesis statement in new words or with a thought-provoking question. Perhaps it hammers in just how urgent this resolution is. Wow us! Make us want to take action immediately!

# IV. General Tips:

Because it is so short (750-1000 words), an Op-Ed must unfold quickly. Focus on one issue or idea, briefly express your opinion in your opening paragraph, and be clear and confirmed in your viewpoint. The body paragraphs should back your viewpoint with factual, researched, or first-hand information. A good op-ed is not just an opinion; it consists of fact put into well-informed context.

Be controversial--but not outrageous. Personal, conversational, and humorous (when appropriate) writing is important to readability, and to capturing the reader’s attention. Make sure that you educate without preaching. Near the end, clearly restate your position and issue a call to action. If you are discussing a problem, then offer a solution or a better approach; this takes the reader beyond mere criticism.

Here are some specific devices to keep in mind as you write.

* Come down hard on one side of the argument, and never equivocate.
* Identify the counterargument, and refute it with facts.
* Use active verbs; go easy on adjectives and adverbs (very, extremely, good, bad, etc…)
* Avoid clichés.
* Avoid technical jargon and acronyms
* Try to grab the reader's attention in the first line and end with an equally strong line.
* Use specific references and easy-to-understand data rather than abstraction.
* Anecdotes can sometimes help enhance understanding of an issue.