LETTER TO THE EDITOR

Posted on April 24, 2014 by Keghart

Category: Opinions

Editorial, 16 April 2014

In a week or so we will gather for the 99th time to mourn and honor our martyrs and to condemn the criminal empire's descendant state which denies the crime. And on April 25th we begin our preparations for the monumental 100th commemoration of Turkey's failed conspiracy to wipe us from the face of the Earth.

As Turkey and its Diaspora, especially in Europe and in North America, gear up to do battle with the Armenians because of the upcoming centennial of the Genocide, the world can expect Turkey-originated books, symposia, panel discussions, meetings with government heads, "familiarization" trips for politicians and media, promotional stunts, etc. to deny the undeniable.

Editorial, 16 April 2014

In a week or so we will gather for the 99th time to mourn and honor our martyrs and to condemn the criminal empire's descendant state which denies the crime. And on April 25th we begin our preparations for the monumental 100th commemoration of Turkey's failed conspiracy to wipe us from the face of the Earth.

As Turkey and its Diaspora, especially in Europe and in North America, gear up to do battle with the Armenians because of the upcoming centennial of the Genocide, the world can expect Turkey-originated books, symposia, panel discussions, meetings with government heads, "familiarization" trips for politicians and media, promotional stunts, etc. to deny the undeniable.

Among themselves, Armenians will, of course, condemn the vast crevasse between the historic truth and its stilted Turkish version. Other Armenians will take umbrage at the bare-faced Ankara lies and hit their computers to write rebuttals to the cynical Turkish tales.

But before responding, via the mass media, to Ankara fabrications, Armenian letter-writers should consider the below tips on how to write a "letter to the editor", which would stand a chance of being published or posted.

1. Make it snappy. Don't go over 200 words. Sound cool, collected, and well-informed. Make the editor's job easy by writing a crisp and intelligent letter. He or she would be grateful to you and be more inclined to publish your letter.

2. Don't sound angry, bitter or sarcastic.

3. Don't make negative personal comments about the Turkish source or the writer of the article.

4. Don't condemn the mass media for publishing the Turkish fabrication.

5. Stick to the point. Address what you find deplorable and false in the report, column or op-ed. Contradict the Turkish version with easy to grasp facts. This should not be difficult since the truth is

on the side of the Armenians and there is a ton of accessible documentation backing the Armenian narrative.

6. Don't sound overwrought or short-tempered.

7. Don't assume everyone knows about the Genocide and the conflict between the Armenians and Turkey.

8. Cite non-Armenian sources when you want to establish the veracity of your facts and arguments.

9. The sources you quote should be well-known, respected, authoritative, and credible.

10. Anticipate the Turkish lobby's reply to your letter and pre-empt it.

11. Eliminate—as much as possible—adjectives and adverbs from your letter. Don't use exclamation marks to stress your point.

12. Stay away from words which are emotional…butcher, blood-thirsty, sheer brutality, bloody Sultan, etc.

13. Don't try to play with the heart strings of the editor or the reader. Let the facts speak for themselves.

14. Criticize Turkey, Ankara, and the Turkish diaspora lobby; don't criticize Turks.

15. Don't present the conflict as one between Christian Armenians and Moslem Turks.

16. Include, as briefly as possible, your relations' experiences during the First World War. Editors and readers often respond sympathetically to first-hand experiences.

17. Mention the David (Armenia and the Armenian Diaspora) and Goliath (Turkey) nature of the conflict. Present the multi-million dollar Turkish propaganda campaign versus the limited resources of the Armenians.

18. If you live in a country which recognizes the Genocide or (as in the United States and Canada) there are states/provinces which recognize the Genocide, mention that fact. Readers would be more inclined to recognize the Genocide if they learn that their government does so.

19. Don't inject the Azerbaijan conflict into your letter: it could confuse readers who are not familiar with the political conflicts in southern Caucasus and in Asia Minor.

20. Remember you are writing to non-Armenian readers. Your letter is not intended to impress your Armenian friends.

21. Rather than sending a comment to the media outlets' website, write to the editor of the publication. The former is often a hothouse of disinformation, inappropriate language, intolerance, hate and anger by trolls. They have negligible impact on public opinion.

22. Make sure your letter is devoid of grammatical mistakes. A grammatically accurate letter will reflect well on you, your facts and your ideas.

23. Even if you have never written a 'letter to the editor', do write in this crucial year. One published letter can counteract thousands of dollars worth of Turkish falsehood and propaganda.

24. Whether your letter is published or not, a few days after mailing it, cc Armenian media and organizations thus sharing your effort and facts with as many Armenians as possible.