



**EUROPEAN  
LEADERSHIP  
FORUM**

# **Writing Opinion Pieces in Mainstream Media**

**Stefan Gustavsson & Espen Ottosen**



## «*Media presence: A calling to public witness and integrity*»

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“There is a wide variety of legitimate and strategic media roles to explore within the general media world for talented Christians. *Journalism and documentary work* reveals neglected facts, stories, and angles, which enables a more balanced public and private debate. *Creative and entertainment media* can present new and fresh ways of imagining Christian truths, which may generate genuine interest in significant moral and spiritual issues. **Through the presence of skillful *Christian commentators and apologists in mainstream media*, the credibility and plausibility of the gospel and of a holistic biblical worldview may be commended to sceptics, seekers, and to Christians.”**

LAUSANNE GLOBAL ANALYSIS · JANUARY 2014 · VOLUME 3 / ISSUE 1

### MEDIA ENGAGEMENT

A GLOBAL MISSIOLOGICAL TASK

LARS DAHLE

# Why write opinion pieces in mainstream (news) media?

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## *Four major reasons as Christians:*

- ... to *comment* on a recent discussion / event / development
- ... to *clarify* questions, alternatives, and implications
- ... to *introduce* a Christian worldview perspective
- ... to *increase* the audience's knowledge of a key topic

# Opinion pieces in mainstream (news) media

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**Editorials:** «A newspaper article expressing the editor's opinion on a topical issue.»

**Op eds:** [Originally:] Opposite the editorial page  
[Now:] A page/section of a newspaper where varying opinions are expressed by columnists, commentators, etc.



The screenshot shows the top navigation bar of The Guardian website. On the left, there is a dark blue banner with the text "Support the Guardian" in yellow, followed by "Spur independent journalism from €2 a month" and a yellow "Support us" button with a right-pointing arrow. On the right side of the banner is the "The Guardian" logo in white. Below the banner is a dark blue navigation menu with the following items: "News", "Opinion" (which is highlighted with an orange underline), "Sport", "Culture", "Lifestyle", and "More" with a downward-pointing chevron. Below the navigation menu, there is a white box containing the text "The Guardian view" followed by links for "Columnists", "Cartoons", "Opinion videos", and "Letters". At the bottom of this box, the word "Editorial" is followed by the text "Editorials from the Guardian. All Guardian and Observer editorials can be found [here](#)".

# Editorials for *Världen idag*

(*Swedish Christian daily newspaper*)

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## Example 1:

- Deconstructing the secular critique of the resurrection

## Example 2:

- Showing the connection between an unrealistic view of the human being and the current problems within the Swedish educational system

## Example 3:

- The fruits of norm criticism and of accepting the first letter in LGBTQAI+ without realizing that all the others will follow



**Stefan  
Gustavsson**

# Stefan: Example 1, 12th April 2023

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De första kristna berättade om konkreta och empiriska möten med den uppståndne. Antalet vittnen är mycket stort, konstaterar ledarskribenten apropå religionsprofessor David Thurffjells artikel i DN. Foto: Lightstock

## Professor i DN tar helt fel om Jesu uppståndelse

## Deconstructing the secular critique of the Resurrection



# Stefan: Example 2, 19th May 2023

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Handelshögskolan i Stockholm överväger att slopa gymnasiebetyg som urvalskriterium, till förmån för egna antagningsprov – detta på grund av allt fler så kallade "glädjebetyg", där skolors kursbetyg rimmar illa med resultaten på nationella prov. Foto: Henrik Montgomery/TT

Larmet från Handelshögskolan är en varning till hela Sverige

Showing the connection between an unrealistic view of the human being and the current problems within the Swedish educational system

# Stefan: Example 3, 16th Feb. 2023

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När kända skribenter nu försöker göra åtskillnad mellan lojalitet på vissa områden och samtidigt otrohet på det sexuella området är det ett försök att klä upp själviskhet i vackrare kläder, framhåller ledarskribenten. Foto: Karin Malmhav/SvD/TT

Otrohet som norm är bara ett uttryck för själviskhet

The fruits of norm criticism and of accepting the first letter in LGBTQAI+ without realizing that all the others will follow



# Opinion pieces for mainstream Norwegian newspapers

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## Example 1:

- Reflecting on a public service broadcast sermon about hell 70 years ago and its effects today. (*Aftenposten* – a major “broadsheet” newspaper)

## Example 2:

- Commenting and clarifying on a TV-series on gay therapy (*VG* – a major “tabloid” newspaper)

## Example 3:

- Reflecting on the transgender debate and why people disagree. (*Aftenposten* – a major broadsheet newspaper)



**Espen  
Ottosen**

# Espen: Example 1, 21st Jan. 2023

Aftenposten

Nyheter

Meninger

Podkast

A-magasinet

Vink

Søk



Meny

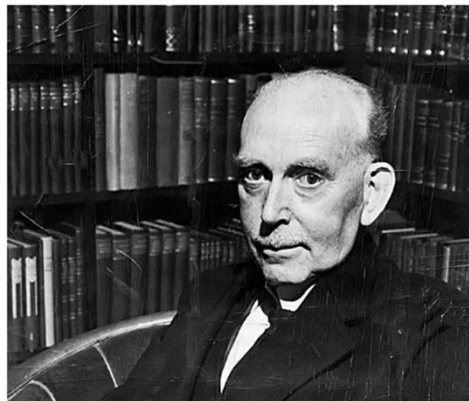
Kronikk | Kristendom

*For 70 år siden startet den store helvetesdebatten i Norge. Den preger fortsatt norsk kirkeliv.*



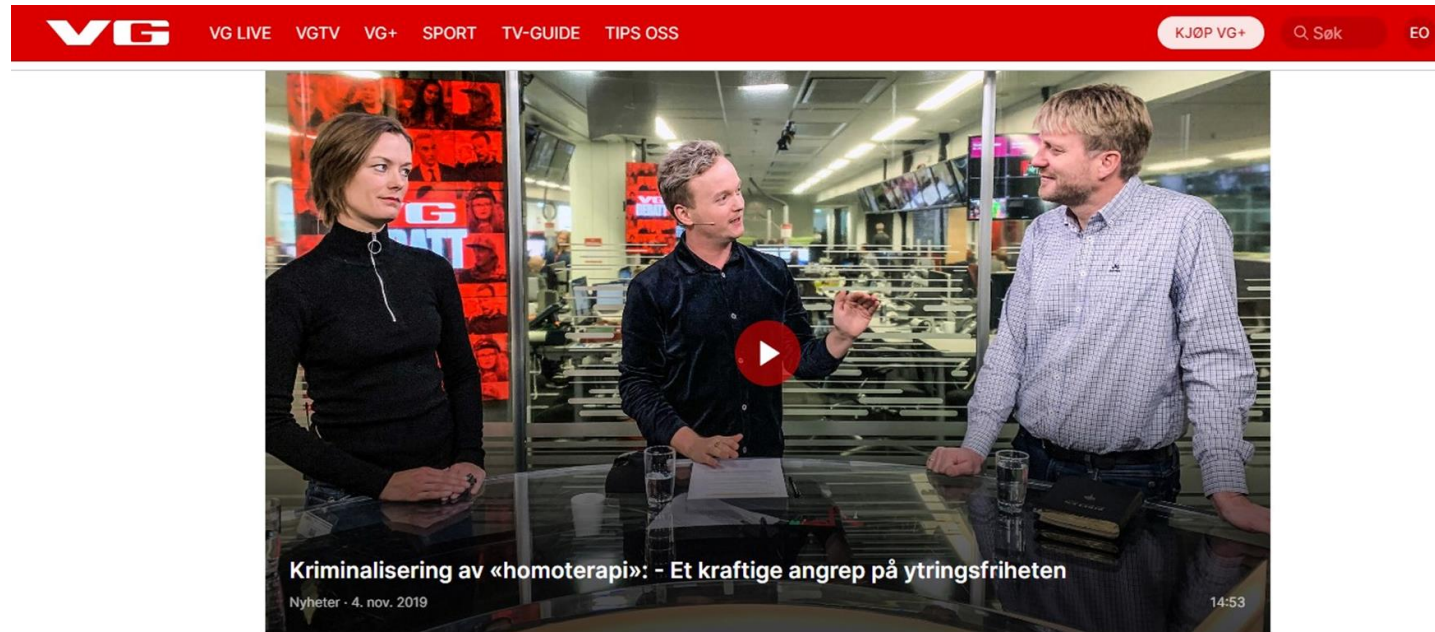
**Espen Ottosen**

teolog og filosof, informasjonsleder i Misjonssambandet



A famous, or infamous, sermon about hell was held by Ole Hallesby in 1953 at NRK, the public broadcaster in Norway. In the text I tried to explain why many Christians find it important to believe in both heaven and hell.

# Espen: Example 3, 7th Nov 2019



## Hegseths uredelige metode

Jeg er imot homoterapi. Likevel har VGTVs Morten Hegseth gang på gang både påstått at jeg støtter homoterapi. Det fremstår som uredelig.

7. november 2019

In the Autumn of 2019, VG published a TV documentary in six parts called «Gay therapy with Morten Hegseth». Morten Hegseth is both a secular gay activist and a journalist (mostly dedicated to celebrity news). I was participating, with some regrets afterward, in the TV series. And I debated the TV series extensively.

# Espen: Example 3, 25th Jan 20



This is a text about the trans-debate in Norway where I try, not in a very polarized way, to describe why people disagree on gender, and why the debate is so heated.





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# **Writing Opinion Pieces in Mainstream Media Q & A**

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