



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC322
COURSE TITLE: EDITORIAL WRITING
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. An experienced reporter has been promoted to be a member of the Editorial Board in your newspaper outfit. Suggest to the new member of the editorial board at least **five (5)** types of editorial he can write to represent the view of the newspaper and explain to him how to write each. **(25 Marks)**
2. As the chairman of the editorial board in a reputable newspaper in Nigeria, discuss at least **five (5)** qualities they can use to assess editorials of good qualities. **(15 Marks)**
3. Establish the relationship between editorial and any other three (3) forms of writing in newspaper publication. **(15 Marks)**
4. Establish at least five (5) of the importance of research as one of the major sources of information for editorial writing. **(15 Marks)**
5. Many factors may be considered in determining a subject for editorials. Identify and discuss any **three (3)** of the factors. **(15 Marks)**