



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2020\_1 EXAMINATION**

**COURSE CODE:** JLS 825  
**COURSE TITLE:** EDITORIAL WRITING  
**UNIT:** 3

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS  
**TIME:** 3 HOURS

1. With five valid points, substantiate the fact that an editorial carries an institutional flavour (**17<sup>1</sup>/<sub>2</sub> Marks**)
2. Discuss four ways that public opinion can be measured (**17<sup>1</sup>/<sub>2</sub> Marks**)
3. Editorials in modern newspapers and magazines perform certain functions. List and explain five of them (**17<sup>1</sup>/<sub>2</sub> Marks**)
4. Discuss at least five roles of research in editorial writing (**17<sup>1</sup>/<sub>2</sub> Marks**)
5. By identifying his audience, the editorialist would be saved from the costly mistake of empty reach. Discuss the types of audience the editorialist considers while writing (**17<sup>1</sup>/<sub>2</sub> Marks**)
6. There are so many pitfalls in editorial writing that an upcoming editorialist must eschew. Identify and explain five of these pitfalls (**17<sup>1</sup>/<sub>2</sub> Marks**)