



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

COURSE CODE: MAC 322
COURSE TITLE: EDITORIAL WRITING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. With relevant local examples, discuss in details the qualities that a 'Leader' must satisfy to be deemed worthy of its title. **[25 Marks]**

2. Editorials are pegged on topical issues while topical issues inform public opinion. How are public opinions generated? Enumerate and expatiate on any five (5) manners in which public opinions are formed. **[15 Marks]**

3. Explain any five (5) of the following key concepts in editorial writing. **[15 Marks]**

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|--------------------------------------|------------------------|
| a) Editorial Policies & Orientations | d) News Peg |
| b) Editorial Credibility | e) Editorial Contact |
| c) Editorial Appeal | f) Editorial Integrity |

4. Propaganda is not always wrong. There are times that it is employed in editorial writing to achieve desired goals. Explain any five (5) of the following propaganda techniques succinctly: **[15 Marks]**

Marks]

- | | |
|----------------------------|-------------------------------|
| a) Glittering Generalities | d) Appeal to Sympathy |
| b) Card Stacking | e) Appeal to Change |
| c) Plain Folk | f) Appeal to Bread and Butter |

g) Appeal to Truth

h) Bandwagon

5. In your study material, Aneato and Onabajo (2007:63) identify five (5) categories of editorials based on types. Identify and discuss all five (5) editorial types in detail. **[15 Marks]**

6. The code of ethical conduct guiding the operations of journalists also binds the editorial writer. Explain any five (5) provisions of the Code of Ethics for Nigerian journalists. **[15 Marks]**