



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATIONS**

COURSE CODE: JLS825
COURSE TITLE: EDITORIAL WRITING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Identify and discuss five features that separate an editorial writer from other writers. **(25 Marks)**
2. In three focal areas, compare and contrast editorials and columns. **(15 Marks)**
3. List and explain at least three factors that determine editorial subjects. **(15 Marks)**
4. A typical editorial has four basic parts. Identify and briefly discuss these parts. **(15 Marks)**
5. In writing an editorial, the avoidance of pitfalls is the beginning of wisdom. Discuss at least three of these pitfalls. **(15 marks)**