



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

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

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER THREE QUESTIONS.

1. As a professional editorial writer, discuss any **five (5)** persuasive techniques you can use to arrest and sustain the interest of your audience to your editorial write-up. **(25 Marks)**
2. Identify and explain any **five (5)** types of editorial that appear on the pages of Nigerian national newspapers. **(15 Marks)**
3. As the chairman of the editorial board, you have tasked other members to suggest editorial topics for the subsequent week editions of the newspaper. Explain to them at least **three (3)** factors they must consider in determining the editorial topics. **(15 Marks)**
4. Straight news and editorial share the same structures. Identify and discuss any **three (3)** of the structures. **(15 Marks)**
5. Discuss any five points to justify the essence of editorial in the Nigerian newspapers. **(15 Marks)**