



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
MASS COMMUNMICATION PROGRAMME

COURSE CODE: JLS825

COURSE TITLE: EDITORIAL WRITING

TITLE OF EXAM: 2019_1 MSc MASS COMMUNICATION

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER TWO.

1. Election is an issue Nigerian newspapers and magazines have through their editorials demonstrated unusual professional and vocal expression since the past few months.
 - a. Explain the meaning of editorials. **6 marks**
 - b. Discuss the socio-economic and political importance of editorials. **6 marks**
 - c. Are Nigerian print media editorials as vocal as those of their peers in advanced countries? **6 marks**
 - d. Show the level of their credibility as to influence Nigerians' views in the 2019 presidential election **6 marks**
 - e. Give a blueprint for a formidable editorial policy guideline for the Nigerian print media. **6 marks (Total = 30 marks)**
2. a. Explain six kinds of communication with clear illustrative cases for each of them. **10 marks**
 - b. When the politician's speech was going on, most of the audience started walking out as it was boring and directionless. Explain those five factors that may have marred his speech delivery. **10 marks (Total = 20 marks)**
- 3a. Enumerate and discuss five functions of an editorial. **7marks.**
 - b. Who is an editorial writer? **7 marks.**
 - c. Explain five principles of editorial writing. **6 marks. (Total = 20 marks)**
4. a. Discuss ten sources of editorial materials. **10 marks.**
 - b. Name five roles of public opinion in editorial writing. **10 marks. (Total = 20 marks).**

5. The code of ethics of the Nigerian Union of Journalists (NUJ) provides the crucial guidelines which act as road map for practitioners in the course of their duties. Show ten of them and show the necessity for these principles for effective journalism practice in Nigeria. (Total = 20 marks)