



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

FEB 2018 EXAM

COURSE CODE: JLS825
COURSE TITLE: EDITORIAL WRITING
UNIT: 2
TIME: 2HRS

INSTRUCTION: ANSWER ANY THREE QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

1. Being opinionated space that provides the corporate voice of a media organisation, editorial page utilises an avalanche of contents to provide insightful perspectives on issues affecting the society and helps in the formation of public opinion that mobilises members of the society and helps in making informed choices. Explain five (5) ways by which editorial functions as platform for moulding public opinion.
2. Editorials written by or under the direction of the editor of a newspaper or magazine, or a statement broadcast on radio or television that give opinions on important social, political, economic, or legal issues of the day could be executed via different approaches. Discuss in detail the three major types of editorial. In what ways are editorials different from columns?
3. Although editorial is an opinionated piece, its writers are, however, creative and pragmatic individual who deploy keen interest in putting the writing up through research and exploration of divergent sources of issues that would be of interest to the audience. What are the roles of research in editorial writing? Explain four (4) other sources of editorial ideas.
4. Editorial writing is a challenging task that cannot be written in a vacuum. At the heart of any editorial is an issue of public significance that must be targeted at certain audience. Explain the process of writing editorial on the one hand and various types of editorial audience on the other hand.
5. As an informed piece of writing aimed at persuading its readers, editorials are usually being written in a way that presents issues in a focused and structured manner. With vivid examples, discuss thematic structure of a typical editorial on the one hand and the need to focus an editorial piece on the other hand.