



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2022\_2 EXAMINATION**

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

1. Discuss (with five valid points) the relevance of public opinion in editorial writing and highlight five sources of public opinion. **(25 Marks)**
2. Both features and editorials give room for deeper and logical analysis of issues. However, there are parting points between features and editorials. Discuss three principal parting points between features and editorials. **(15 Marks)**
3. An editorial writer has three major categories of audience to contend with. Identify and explain these categories. **(15 Marks)**
4. Discuss at least three areas that a newspaper editorial policy can be expressed. **(15 Marks)**
5. Ate (2006) identified certain Literary techniques which he termed Editorial Essential Balms. Discuss at least five of these essential balms in writing editorials. **(15 Marks)**