



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.**

COURSE CODE: MAC 322
COURSE TITLE: EDITORIAL WRITING
UNIT: 3
TIME: 3 HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. List and discuss seven features of good editorial writing in journalism practice in Nigeria. **(17¹/₂ Marks)**
2. As a good editorial writer, discuss seven ways in which you think materials could be sourced in getting data for the editorial . **(17¹/₂ Marks)**
3. Ossai (2002), cited by Aneato and Onabajo (2007), identifies six stages in writing an editorial. Examine the six stages and how they are used in modern day editorial writing in a media organisation **(17¹/₂ Marks)**
4. As a student of mass communication, examine seven qualities of a good editorial writer.**(17¹/₂ Marks)**
5. You have been appointed to lecture some editorial staff of a newspaper organisation on some key concepts in editorial writing. Describe seven key concepts and their application in editorial writing. **(17¹/₂ Marks)**