

UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS_

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

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Public opinion is said to be very useful to an editorial writer. Evaluate six useful ways in which public opinion is useful in editorial writing in Nigeria. (17¹/₂ Marks)
2. Enumerate seven functions of the editorial in newspapers and magazines and its impact on the society as opined by Ate (2007) (17¹/₂ Marks)
3. Examine six striking relationship between the editorial and factual news reporting from the angle of their characteristics. (17¹/₂ Marks)
4. Kelvin Hogan, (1996), identifies nine laws of persuasion which can be useful to anybody involved in the persuasive enterprise. The mastery of these laws will sharpen the skills of an editorial writer. Identify seven of those laws of persuasion and its usefulness to editorial writing. (17¹/₂ Marks)
5. For editorials to be arresting and catchy, certain literary techniques must be employed in their introduction, comment and conclusion. State seven of those techniques and their usefulness to editorial writing. (17¹/₂ Marks)