



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: JLS825
COURSE TITLE: EDITORIAL WRITING
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1(a). Editorials are not written haphazardly and randomly; they are written strategically with abiding structure that guarantees flow of thoughts and clarity of presented ideas. Describe the structural format of a given editorial. **(20 Marks)**

(b). A compendium of an impact-driven thematic topics of what editorial should do was identified by Okiro and Agbo (2003). Itemise any ten (10) of the issues amenable to editorial enumerated by these scholars. **(10 Marks)**

2(a). Explain the roles of 'saying what you mean', 'making use of repetition', 'a lot of literary devices', and 'strong closing appeal' as important persuasive strategy in editorial writing. **(10 Marks)**

(b). Propaganda as a contentious communication strategy has been found to have useful techniques that are compatible with persuasive editorial writing. Explain how glittering generalities, name calling, testimonial, and appeal to sympathy could function as persuasive propagandistic techniques in editorial writing. **(10 Marks)**

3(a). Explain the means by which issues of Web display, distinguishing editorial from advertising, preferential treatment, privacy of the users, and advertisement placement guaranteed in the digital media environment with a view to ensure credibility of the platforms and audience trust in the content? **(10 Marks)**

(b). How should editorial staff relate with advertisers to avert pollution of expected independence of the media? **(10 Marks)**

4(a). As parts of its opinion functions, how does an editorial help in providing a critique of socio-political, economic and moral dilemmas; illuminate the day's intelligence; and defend the underdogs in the society? **(10 Marks)**

(b). Explicate the meaning of editorial cartoon, platform, letter to the editor, and access to information in the context of editorial writing. **(10 Marks)**