



**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:** MAC322  
**COURSE TITLE:** EDITORIAL WRITING  
**UNITS:** 3  
**TIME:** 3 HOURS  
**INSTRUCTION:** ATTEMPT QUESTION ONE AND ANY OTHER THREE

1. a. What is an editorial? (15 Marks)  
b. Editorial is regarded as a corporate view” Explain. (10 Marks)
2. a. What is originality in writing editorial? (7 Marks)  
b. How short and precise can an editorial be? (8 Marks)
3. a. “The various qualities of editorials are designed to ensure that the editorial makes desired impact.” discuss. (7 Marks)  
b. Discuss FOUR ways through which public opinions are formed. (8 Marks)
4. a. “One of the functions of editorials is to defend the *underdogs* in the society.” Justify this with examples. (7 Marks)  
b. “Acceptance of government policy may be driven by editorial focus” Discuss. (8 Marks)
5. a. Write a 10 paragraph “attack editorial” on the last convocation ceremony of the National Open University of Nigeria. (7 marks)  
b. What are “controversial editorials”? (8 Marks)
6. a. Relate “Praise editorials” with “Expository editorials.” (7 Marks)  
b. Identify and briefly explain THREE main sources of material in writing editorials. (8 Marks)