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FACULTY OF SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2018/2019 HARMATTAN SEMESTER EXAMINATION

Course Code: MAS 401

Unit: 3

Status: COMPULSORY

Course Title: EDITORIAL WRITING

Duration: 2 ½ Hours

Instruction: *Answer Question 1 and any other Two. Credits will be given to sound logic and good grammar.*

1. Five years after their abduction some of the Chibok and Dapchi Girls are yet to be released. Instead there have been series of other abductions and kidnap cases deepening the security crises in the country. Write a publishable editorial on this development providing realistic and practicable suggestions to the Federal Government.
(30 Marks).
2. With illustration outline the procedure/process leading to a good editorial. Expatiate the basic structure of a typical editorial.
(20 Marks).
3. Discuss convincingly the interface between editorials and public opinions. How can editorials influence public opinions in a democracy? (20 Marks)
4. Identify and explain at least five types of editorials. What are the basic qualities of an editorial which distinguish it from other journalistic genres? (20 Marks)
5. Explain with illustrations five functions of editorials. To what extent could an editorial writer be objective? (20 Marks).