



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MARCH/APRIL 2015 EXAMINATION

COURSE CODE: JLS825

COURSE TITLE: EDITORIAL WRITING

TITLE OF EXAMINATION: MSc MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instruction: Answer questions one and any other three.

1. Editorials are key organs through which newspapers not only assert their positions, but also use as platforms for discharging some of their social responsibilities to the society and their reading public.
 - a. With critically analyzed discourse, prove the correctness of the assertion.
 - b. explain in detail the meaning of an editorial.
 - c. X-ray the basic characteristics of a good editorial.
 - d. With a very recent case, justify the claim that an editorial worth its name must take a stand on a controversial issue. (25%)
2. Mere training as a journalist does not qualify one to become an editorial writer. What then are those basic prerequisites for qualitative editorial writing? (15%)
3. Some aspects of the principles of editorial writing entail the application of certain persuasive mechanisms in order to make the editorial suitable. Name and explain eight techniques applicable in editorial writing. (15%)
4. Discuss the meaning and relevance of research in editorial writing. Show and explain at least eight sources from where an editorial writer can get his materials. (15%)
5. Although propaganda is dreaded in arms of communication like public relations, it is a necessity in writing editorials. Explain the reasons with cogent points. In addition name and discuss eight propaganda techniques applied in writing editorials. (15%)
6. The Nigerian Union of Journalists (NUJ) through its code of ethics provides the crucial guidelines which guard practitioners in the course of their duties. Name and explain ten of them and as well show the importance of these guidelines to journalists. (15%)