



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

MARCH/APRIL 2014 EXAMINATION

COURSE CODE: JLS 825

COURSE TITLE: EDITORIAL WRITING

TIME ALLOWED: 3 HOURS

INSTRUCTIONS: Answer questions one and any other three.

1. As critical tools for the development of any informed society,
 - a. Discuss at least six roles editorials play in a functional society.
 - b. Assess the quality of the editorial of Nigerian newspapers.(25marks)
2. Numerous sources are available to editorial writers. Name and fully explain five of them.

(15marks)
3. Editorial writing is anchored on certain principles for their effectiveness and credibility. Name seven and fully discuss five of them.

(15marks)
4. The practice of journalism IN Nigeria, like anywhere, is predicated on some code of conduct or ethics. Name ten and fully discuss five of those of Nigeria Union Journalists (NUJ). (15marks)
5. Certain features clearly show propagandistic communication. Name ten of such techniques and explain five of the in detail.

(15marks)
6. Editorial writing
(15marks)