



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCE
MAY/JUNE 2012 EXAMINATION**

**MAC 322 EDITORIAL WRITING
TIME ALLOWED: 3 HOURS**

INSTRUCTION: ANSWER ANY FOUR QUESTIONS.

1. A group of new editorial board members have been hired by your newspaper; explain to them the qualities of a good editorial.
2.
 - a. What is an editorial?
 - b. Why do you think that it is necessary for newspapers to publish editorials?
3. With vivid examples, explain the three (3) types of editorials you have been taught in this module.
4. As a good editorial writer, describe the various types of audiences.
5. Name three theories of persuasion and explain in details two of them.
6. Write briefly on the following:
 - Editorial Appeal
 - News Peg
 - Editorial Credibility
 - Editorial Policy

- Editorial Integrity.