



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

**JLS 725: EDITORIAL WRITING**

**TIME ALLOWED: 2 Hours**

**INSTRUCTION(S): ANSWER ANY THREE QUESTIONS**

1. Editorial is yet another journalism platform with which practitioners contribute to national growth, by rendering services to the society.
  - (a) What are the characteristics of quality editorials?
  - (b) Of what value are editorials to the formation of credible public opinion?
2. Sources, quality, techniques and board are known factors which partly contribute to the utilitarian values of editorials.
  - (a) Show how these elements assist in boosting the benefits of editorials to the reading public.
  - (b) Write notes on:
    - (i) Editorial policy and orientation
    - (ii) Editorial credibility and integrity
3. As a sensitive component of newspaper contents, editorials are effectively managed to ensure that set communication goals are realized.
  - (a) What are the factors that influence the choice of editorial topics?
  - (b) Name at least four communication functions of an editorial.
4. To be meaningful an editorial must be qualitative.
  - (a) With a critical analysis, assess the quality of the editorials of Nigeria's mainstream newspapers.
  - (b) What added values do editorials provide to media audience?
5. Editorials assume definitive structure they have maintained for long.

- (a) Show and explain the structural organization of an editorial. What are those loopholes editorials must avoid?
- (b) Explain and distinguish between persuasion and propaganda as techniques in editorial writing.