



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14/16 AHMADU BELLO WAY VICTORIA ISLAND  
LAGOS**

**OCTOBER 2013 EXAMINATIONS  
School of Arts and Social Sciences**

**COURSE CODE: JLS825  
COURSE TITLE: EDITORIAL WRITING  
TIME ALLOWED: 2 HOURS  
INSTRUCTION: ANSWER ANY THREE QUESTIONS**

- 1.** Name and exhaustively explain the six importances of public opinion to an editorial writer. (23%)
- 2.** To write qualitative editorials, one must possess certain requisite attributes. Name eight of such qualities and explain five of them in detail. (23%)
- 3.** There are at least seven critical concepts an editorial writer must put into consideration while writing an editorial. Name and discuss five of them in detail. (23%)
- 4.** Enumerate the eight vital techniques of propaganda and with full discussion explain five of them. (23%)
- 5.** Code of ethics is a compendium of dos and donts or self-imposed regulations for members of a particular field of practice. Name twelve of those of the NUJ and in detail explain five of them. (23%)