



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

COURSE CODE: MAC 322

COURSE TITLE: EDITORIAL WRITING

INSTRUCTION: ANSWER ANY FOUR QUESTIONS.

TIME: 3 HOURS

- 1. As an Editor, what qualities will you look for in a piece of editorial?**
- 2. a. What is an editorial?
b. Must every newspaper publish editorials? Give reasons for your answer.**
- 3. There are three (3) types of editorials you have been taught in this module. Discuss each using illustrations where necessary.**
- 4. Every Mass Communication activity has an audience, describe the various types of audiences of an editorial.**
- 5. Prepare and present a brief editorial on any topic of your choice.**
- 6. Write short notes on the following:**
 - News Peg**
 - Editorial Policy**
 - Editorial Integrity.**
 - Editorial Credibility**