



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: MAC 322
COURSE TITLE: EDITORIAL WRITING
TIME ALLOWED: 3 HOURS
INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

1. Enumerate eight qualities of a good editorial. Explain five of them in detail. (17.5%)
2. Show and explain at least five importance of public opinion in editorial writing for the mass media. (17.5%)
3. Not just everyone can write an editorial. Give an elaborate discussion on the attributes of an editorial writer. (17.5%)
4. With an exhaustive discussion, give five classifications of editorials. (17.5%)
5. NUJ code of journalism practice outlines guidelines for journalism operation in Nigeria. Name ten and explain five of them. (17.5%)
6. Mention eight laws of persuasion and detailed explain five of them.

