

NATIONAL OPEN
UNIVERSITY VILLAGE, PLOT
NNAMDI AZIKIWE
FACULTY OF SOCIAL
DEPARTMENT OF MASS



UNIVERSITY OF NIGERIA
91 CADASTRAL ZONE
EXPRESSWAY, JABI, ABUJA
SCIENCES
COMMUNICATION

EXAMINATION: BACHELOR OF SCIENCE IN MASS COMMUNICATION

SEPTEMBER/OCTOBER 2016 _2 EXAMINATION

COURSE CODE: MAC322

COURSE TITLE: EDITORIAL WRITING

TIME ALLOWED: 3 HOURS

UNIT: 3 CREDIT UNITS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

Each question carries 17½ Marks

1. You have been hired just for the purpose of producing **an award winning editorial** for a competition your media organisation intends to register for. In getting ready for this assignment, what are the considerations you will make before setting out do this piece of editorial?.
2. Research is the focal point of editorial writing, so no good editorial can be achieved without concrete facts. What then is the value of research to editorial writing?
3. What are the qualities to be looked out for in hiring an editor for a reputable media organization?
4. Why must an editorial be corporate and institutional in nature and flavor? Discuss in relation to the guides for good editorial writing.
5. Editorial writing as a course in itself is governed by some codes of conduct guiding it. Enumerate all and discuss at least five (5) of the NUJ codes of conduct.
6. Write shot notes on any 4(four) of the following:
 - i. Editorial Flavor
 - ii. Editorial Appeal
 - iii. Techniques of editorial Writing
 - iv. Editorial Code of Conduct.
 - v. Editorial Integrity
 - vi. Editorial Calendar