

**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

JUNE, 2017_1 EXAMINATIONS

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. An editorial shapes public opinion. Discuss.
2. Editorials differ from other writings in a newspaper. As an editor, how will you help an IT/SIWES student in your organisation to distinguish between the two?
3. A good editorial is a product of writing using properly tested materials. So, what is the value of research to editorial writing?
4.
 - a. What are Ossai's six stages of writing an editorial?
 - b. An editorial writer needs to understand his/her audience. What three types of audiences does the writer need to consider.
5. The mastery of the laws of persuasion will "sharpen the skills" of an editorial writer. Elaborate on this statement.
6. As a good editorial writer what pitfalls must you avoid?