



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2020\_2 EXAMINATION ...**

**COURSE CODE: MAC322  
COURSE TITLE: EDITORIAL WRITING  
UNIT: 3  
TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.**

1. List and explain, with excellent examples, eight (8) qualities of good editorial writer. **(17<sup>1</sup>/<sub>2</sub> Marks)**
2. Outline and discuss any five (5) key concepts that directly or remotely influence the posture of an editorial. **(17<sup>1</sup>/<sub>2</sub> Marks)**
3. Many factors can be considered in determining a subject for editorials. List and explain four (4) factors considered by Ate (2007) as major ones. **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. In-terms of structure, a typical editorial has four (4) parts. Provide a good example of an editorial on any issue of public interest to explain the four parts. **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. In editorial writing, ‘the avoidance of pitfalls is the beginning of wisdom’. Identify and explain pitfalls that must be avoided while writing editorials. **(17<sup>1</sup>/<sub>2</sub> Marks)**
6. List and discuss any ten (10) codes of ethics of the Nigerian Union of Journalists (NUJ). **(17<sup>1</sup>/<sub>2</sub> Marks)**