



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_1 EXAMINATION**

COURSE CODE: MAC 322
COURSE TITLE: EDITORIAL WRITING
UNIT: 3
TIME: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Examine seven qualities of a good editorial writing and their application in journalism practice in Nigeria. **(17¹/₂ Marks)**
2. As a good editorial writer, discuss seven ways of sourcing an editorial data. **(17¹/₂ Marks)**
3. Ossai (2002), cited by Aneato and Onabajo (2007), identifies six stages in writing an editorial. Explain those six stages and how they are used in modern day editorial writing. **(17¹/₂ Marks)**
4. Vividly, examine seven qualities of a good editorial writer. **(17¹/₂ Marks)**
5. Analyse seven key concepts in editorial writing. **(17¹/₂ Marks)**