



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.**

COURSE CODE: JLS 825
COURSE TITLE: EDITORIAL WRITING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. An editorial can hardly exist without public opinion. Do you agree? Considering the functions of a good editorial, justify this assertion. **(25 Marks)**
2. Where would you look out for when in search of good editorial topics.
 . **(15 Marks)**
- 3 (a) Define public opinion.
(b) Identify at least five (5) factors that can be used for the formation of Public Opinion. **(15 Marks)**
4. a. An editorial is not just written for the entire market place. Considering this assertion, **ENUMERATE** the various segments of the Editorial Audiences of the Editorial Writer
b. With relevant examples discuss the three types of audiences an editorial writer needs to consider while preparing a piece of editorial for publication.
(15 Marks)
5. Write short notes on any 3 (three) of the following **(15 Marks)**
 - i. Propaganda Techniques in Editorial Writing
 - ii. Public Opinion in Editorial Writing
 - iv. Sourcing of Editorial Materials.
 - v. Types of Editorials
 - vi. Editorial Audience