



**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_1 EXAMINATION**

COURSE CODE: JLS 825
COURSE TITLE: EDITORIAL WRITING
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. With five valid points, substantiate the fact that an editorial carries an institutional flavour (**17¹/₂ Marks**)
2. Discuss four ways that public opinion can be measured (**17¹/₂ Marks**)
3. Editorials in modern newspapers and magazines perform certain functions. List and explain five of them (**17¹/₂ Marks**)
4. Discuss at least five roles of research in editorial writing (**17¹/₂ Marks**)
5. By identifying his audience, the editorialist would be saved from the costly mistake of empty reach. Discuss the types of audience the editorialist considers while writing (**17¹/₂ Marks**)
6. There are so many pitfalls in editorial writing that an upcoming editorialist must eschew. Identify and explain five of these pitfalls (**17¹/₂ Marks**)