



NATIONAL OPEN UNIVERSITY OF NIGERIA
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE CODE: JLS 825
COURSE TITLE: EDITORIAL WRITING
CREDIT UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1a. Public opinion is a main ingredient of an editorial. Explain six (6) ways that public opinion can be formed. **(18 marks)**

1b. Editorials in modern newspapers and magazines perform some functions. Explicate four (4) of the functions. **(12 marks)**

2a. There are four (4) concrete reasons why classification of editorials in the mass media is a child of necessity. Discuss the reasons. **(10 marks)**

2b. Editorials can be classified into three (3). Explain. **(10 marks)**

3a. Basically, there are three (3) types of editorials. With examples, discuss the types. **(10 marks)**

3b. After obtaining the materials from relevant sources, editorial writer has to test the materials to ascertain whether they are rich or not. X-ray four (4) procedures or stages under which the editorial materials can be tested. **(10 marks)**

4a. Explain four (4) procedures for separating advertising from editorial. **(10 Marks)**

4b. A typical editorial has four (4) parts. What are these four parts? **(10 marks)**

5. Propaganda techniques are useful raw materials in editorial writing. Discuss eight (8) of these techniques. **(20 Marks)**