



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE
EXPRESSWAY, JABI, ABUJA
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE CODE: MAC 322
COURSE TITLE: EDITORIAL WRITING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. The editorial is a celebrated concept for serious-minded newspapers. Explain to a new editorial writer what six (6) qualities he needs to consider when crafting a good editorial. **(17 marks)**
2. a. What is public opinion as far as editorial writing is concerned? **(17Marks)**
b. With at least five (5) points, explain why public opinion is important in editorial writing.
3. Enumerate and fully discuss the opinion functions of editorials. **(17 marks)**
4. Compare and contrast between the following:
Editorial and News
Editorial and Feature
Editorial and Opinion **(17 marks)**
Note: Points to be fully developed to earn maximum marks.
5. List and explain the various ways in which public opinion can be formed. **(17 marks)**