



CRAWFORD UNIVERSITY, IGBESA
DEPARTMENT OF MASS COMMUNICATION
2017/2018 RAIN SEMESTER EXAMINATION

DEGREE: BSc. MASS COMMUNICATION
COURSE TITLE: EDITORIAL WRITING
COURSE CODE: MAC 212
SEMESTER: RAIN SEMESTER
INSTRUCTION: ANSWER ANY THREE QUESTIONS
TIME ALOTTED: 2 HOURS

UNITS: 2

1. a. Explicate on your understanding of Editorial board? 10 marks
b. Examine five peculiar qualities of a professionally written editorial? 10 marks
2. a. What are the functions of editorials in the media terrain? 10 marks
b. Outline and briefly examine the types of editorial audience in the society? 10 marks
3. a. Examine five types of editorials that we have? 15 marks
b. State five qualities of an editorialist? 5 marks
4. a. In editorial writing, the writer must avoid certain pitfalls. Discuss these pitfalls? 10 marks
b. A typical editorial has parts. Examine this structure of an editorial? 10 marks
5. A good and powerful editorial usually has impact on the society. Outline and discuss the points that account for the opinion function of editorial in Nigeria? 20 marks