



BOWEN UNIVERSITY

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2023/2024 SESSION

FIRST SEMESTER EXAMINATION QUESTIONS

Course Title: INTRODUCTION TO EDITORIAL WRITING

Course Code: MCM 109

Course Unit: 2

Instruction: Answer section A and any other two in section B

Duration: 2 hours

SECTION A

1. What is the primary purpose of an editorial? a. To entertain b. To inform c. To persuade d. To criticize
2. Which of the following is a common feature of editorials? a. Personal anecdotes b. Fictional stories c. Scientific data d. Historical facts
3. What distinguishes an editorial from a news article? a. Objectivity b. Tone c. Length d. All of the above
4. What is the typical length of an editorial? a. 500 words b. 1000 words c. 1500 words d. It varies
5. What is the purpose of the lead in an editorial? a. To summarize the main points b. To grab the reader's attention c. To present counterarguments d. To conclude the editorial
6. Which of the following is an essential element of a strong editorial? a. Emotional appeal b. Sensationalism c. False information d. Exaggeration
7. What does the term "angle" refer to in editorial writing? a. The writer's perspective or viewpoint b. The publication's layout c. The font style used d. The headline
8. What role does research play in editorial writing? a. Minimal importance b. No importance c. Significant importance d. Moderate importance
9. Which of the following is an example of a rhetorical device often used in editorials? a. Hyperbole b. Literalism c. Neologism d. Alliteration
10. In editorials, what is the purpose of providing evidence and examples? a. To confuse the reader b. To support the main argument c. To lengthen the editorial d. To distract from the main point
11. What is the editorial stance in an opinion piece? a. Neutral b. Objective c. Subjective d. Informative

12. Which of the following is a common structure for editorials? a. Chronological b. Cause and effect c. Problem-solution d. All of the above
13. What is the purpose of the editorial conclusion? a. To introduce new ideas b. To summarize key points c. To restate the introduction d. To provide a cliffhanger
14. What is the significance of the headline in an editorial? a. To provide a summary b. To entertain the reader c. To attract attention d. All of the above
15. How does an editorial differ from a column? a. Columns are shorter b. Editorials are more opinionated c. Columns are only found online d. Editorials are always written by the editor
16. Which of the following is a common ethical consideration in editorial writing? a. Plagiarism b. Lengthiness c. Humor d. Sensationalism
17. What is the purpose of a counterargument in an editorial? a. To confuse the reader b. To strengthen the main argument c. To present an opposing viewpoint d. To provide additional evidence
18. What is the significance of the target audience in editorial writing? a. No significance b. To determine the publication date c. To tailor the language and tone d. To choose the font style
19. What is the difference between a local and national editorial? a. Length b. Subject matter c. Tone d. Both b and c
20. How does the tone of an editorial differ from that of a news article? a. News articles are more emotional b. Editorials are more objective c. Tone is the same in both d. Editorials are more subjective
21. What is the role of the editorial board in the editorial process? a. To write the entire editorial b. To review and approve editorials c. To choose the font style d. To select the publication date
22. What does the term "byline" refer to in editorial writing? a. The publication's name b. The author's name c. The headline d. The conclusion
23. How does an editorial differ from a review? a. Reviews are more opinionated b. Editorials are more objective c. Reviews are shorter d. Both a and c
24. What is the purpose of the body paragraphs in an editorial? a. To introduce the main argument b. To provide evidence and examples c. To conclude the editorial d. To entertain the reader
25. What is the significance of the editorial hook? a. To confuse the reader b. To provide a summary c. To grab the reader's attention d. To conclude the editorial
26. Which of the following is a common logical fallacy to avoid in editorial writing? a. Ad hominem b. Supporting evidence c. Counterargument d. Irony
27. What is the purpose of an editorial pitch? a. To summarize the main points b. To persuade the reader c. To propose an idea for an editorial d. To criticize the competition
28. How can an editorial effectively engage with the reader? a. Through emotional appeal b. Through humor c. Through personal anecdotes d. All of the above
29. What is the significance of the publication platform in editorial writing? a. No significance b. To determine the font size c. To tailor the language and tone d. To choose the headline
30. What is the purpose of the editorial headline? a. To summarize the main points b. To provide a hook c. To grab the reader's attention d. All of the above
31. In editorial writing, what is the purpose of the call to action? a. To confuse the reader b. To persuade the reader to take a specific action c. To criticize the competition d. To conclude the editorial
32. How does an editorial differ from a feature article? a. Feature articles are more opinionated b. Editorials are more objective c. Feature articles are shorter d. Editorials are more informative
33. What is the role of the editorial illustration or photo? a. To confuse the reader b. To entertain the reader c. To support the main argument d. To distract from the main point

34. What is the significance of the publication date in editorial writing? a. No significance b. To determine the font style c. To provide historical context d. To choose the publication platform
35. Which of the following is an example of a bias to avoid in editorial writing? a. Objectivity b. Sensationalism c. Supporting evidence d. Counterargument
36. What is the purpose of the editorial lead? a. To provide a hook b. To introduce the main argument c. To confuse the reader d. To conclude the editorial
37. How can an editorial effectively address the target audience? a. By using complex language b. By ignoring their interests c. By tailoring the language and tone d. By avoiding the use of evidence
38. What is the significance of the editorial's length? a. No significance b. To determine the font size c. To affect the reader's engagement d. To choose the publication date
39. In editorial writing, what is the purpose of the editorial hook? a. To confuse the reader b. To provide a summary c. To grab the reader's attention d. To conclude the editorial
40. What is the role of the editorial conclusion in shaping the reader's perception? a. To provide a cliffhanger b. To summarize key points c. To introduce new ideas d. To confuse the reader

SECTION B

2. Define an Editorial (5mks)
 - b. Discuss five qualities of a good editorial (10mks)
3. Explain the relationship between editorial and factual news reporting. (5mks)
 - b. Describe the meeting and parting points of features and editorials. (5mks)
 - c. Explain the differences between editorials and columns (5mks)
4. Define Public Opinion (5mks)
 - b. State and explain five importance of Public Opinion. (10mks)
5. Write short notes on the following: a. Interpretative Editorials
b. Controversial Editorials c. Explanatory Editorials (15mks)