

Lead City University, Ibadan

Faculty:	Social Sciences and Entrepreneurial studies
Department:	Mass Communication & Media Technology
Semester and Session:	2ndSemester 2018/2019 Academic Session
Course Title:	Editorial Writing
Course Code:	CMT 212
Lecture in Charge:	DAVIES UFUOMA

Section A

Introduction

This course introduce to the students intensive work on the skills practice of writing editorials and columns based on opinion of the representative of the Newspaper organization, with particular emphasis on analysis and interpretation of events.

Course Objectives

To ensure that students understand the structure, nature function, effect and strategies of editorial writing as well as its evolution, types and how to write colums

Course Description

Exposing the students to the general principles and practices of writing in-depth comments.

Teaching Plan

- Week 1:** An overview of the history and meaning of editorial writing
- Week 2:** The features/functions editorial writing as well as the devices that can attract readers to editorial write ups.
- Week 3:** Guide for good editorial writing and sources of ideals for editorial writing
- Week 4:** Skill required for editorial writing/searching for relevant data for editorial writing
- Week 5:** Editorial types or types of editorial

- Week 6:** Building or constructing for editorial writing/planning for editorial
- Week 7:** Mid Term Test
- Week 8:** Techniques of propaganda in editorial writing
- Week 9:** Editorial Policy
- Week 10:** Editorial Policy – Political Issues
- Week 11:** Editorial Policy – economic Issues
- Week 12:** Exercise in Editorial writing using explanatory type
- Week 13:** Exercise in Editorial writing using the attack type
- Week 14:** Revision
- Week 15:** Examination

Course Requirement/Assessment

Class attendance/participation, test and assignment will account for 40%, while the second semester examination takes the remaining 60% of the total evaluation.

Suggested Reading List

Okoye, I (2003) 'The Evolution of Newspaper Editorial writing in Nigeria Journalism 1900-2000'. In AkinfeleyeRalp and Okoye Innocent (Eds). Issues in Nigeria Media History 1900-2000 Ad. Lagos: Malthouse Press Ltd.

Ogunsiji, M. A. (1989) Introduction to print journalism. Lagos: Nelson Publisher Ltd.

Hulterg, J. (1973) Opinion Function. New York: Harper Row

Moyes, N. et al., (1974) Journalism in the Mass Media. Massachsetts: (Inn and Company)

SECTION B

Course Title: Editorial Writing

Course code: CMT 212

TUTORIAL QUESTIONS

1. (a) Define the term Editorial?
(b) State the factors that led to the development of editorials in our newspaper pages?
2. Critically explain the main features of an editorial and state the most important part of editorial, than provide reasons to support your answers?
3. Discuss six functions of editorial writing which we discussed in class?
4. In an Editorial page, certain devices are needed to reinforce the editorial comments. What are the devices and how relevant is it to editorial comments in our newspaper pages?
5. As a professional writer, where can you source for your editorial and discuss how a topic for editorial emanates?
6. Highlight the guide post to an effective editorial writing in Nigeria?
7. Explain the different types of editorials available to an editorial writer?
8. Differentiate between a persuasive editorial and explanatory editorial?
9. Explain the term editorial title and discuss at least four types of an editorial title, mentioned in class?
10. (a) Discuss the term editorial policy?
(b) What are factors that help to determine editorial policy of a newspaper's publication?
11. Write short notes on the following:-
 - a. Editorial reaction
 - b. Light editorial
12. Write a seven paragraphed editorial on any topical issue in Nigeria.