

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Editorial Writing	
Year of Study	2	
Course Code	MCM 233	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment		Weight
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecturer	Ogunwuyi S.O	
Course Description	The course will provoke the students' hunger for critical thinking and writing in line with the concept of editorial writing. It will also equip the students to have a better understanding of the power of public opinion and how to use same for editorial purposes.	
Course Objectives	<p>This course would enable the understanding of the following:</p> <ol style="list-style-type: none"> 1. To sharpen the intellectual horizon of students and expose them to the general principles and practices of in-depth or editorial writing 2. To educate students to appreciate the agenda-setting role of the press by initiating public debates and measuring the effects of such debates in the market place of ideas. 3. educate students on the types, determinants, audience and persuasive techniques of editorials. 	

Learning Outcomes	<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Know the meaning of editorial 2. Qualities of a good editorial writers 3. Types and functions of editorials. 4. Persuasive and propaganda techniques in editorial writing 5. Sources of editorial ideas and editorial audience. 6. Dos and donts of editorial writing. 	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Detailed Course Content	<p>This course is an in-depth study of what it takes to write a successful editorial. It delves into the nitty-gritty of editorial writing styles, types of editorials, language of editorials, logic, targeting audiences and focusing on contemporary national/international issues. The course also presents the composition and politics of the editorial boardroom and discusses the role of editorial page, editorial board etc in shaping public opinion and thus influencing decision making. Development of skills in handling editorial matters such as editorial decision processes for composition of the editorial board, assignment of duties etc. Practice in writing the editorial comment, news analysis, etc is usually undertaken in this course.</p>	
	Course Content Sequencing	
Weeks	Detailed Course Outline	Allocated Time
Week 1	<p>Introduction to Editorial Writing</p> <ul style="list-style-type: none"> • Definition of editorial writing • Qualities of a good editorial • Functions of editorial • Types of editorial 	

Week 2	<p>Public opinion and Editorial</p> <ul style="list-style-type: none"> • Definitions of public opinion • Importance of public opinion to editorials • Formation of public opinion • Opinion functions of editorial 	
Week 3,4	<p>Editorial and other forms of writing</p> <ul style="list-style-type: none"> • Editorial and news • Editorial and Features <p>Sourcing the editorial materials</p> <ul style="list-style-type: none"> • Importance of research in editorial writing • Sourcing the editorial ideas 	
Week 5	<p>Editorial Audience</p> <ul style="list-style-type: none"> • Meaning of editorial audience • How to draw the attention of readers to editorials <p>Continuous Assessment I</p>	
Week 6	<p>Editorial Writers</p> <ul style="list-style-type: none"> • Definition of editorial writers • Qualities • Membership of the editorial board 	
Week 7, 8	<p>Classification of editorial, determinants of editorial subjects</p> <p>Techniques in editorial writing</p> <ul style="list-style-type: none"> • Definition of persuasion • Persuasive techniques in editorial writing • Definition of propaganda • Propaganda techniques in editorial writing 	

Weeks 9, 10, 11	<p>The structure of editorials</p> <p>Pitfalls in editorial</p> <p>Editorial page - Introduction, importance and component</p> <p>Editorial writing and the economy</p> <p>Editorial and politics</p> <p>Editorial and governance</p> <p>Continuous Assessment II</p>	
Week 12	Revision	
Week 13, 14	Examinations	
<p>Recommended Reading Material</p> <p>Asemah, E.S. (2011). Principles and Practice of Mass Communication. Jos. Great Future</p> <p>Ate, A.A. (2007). Editorial Writing: An Academic and Professional Approach. First Edition. Pamma Press. ISBN NO: 97829517111</p> <p>Kusugh, T. (2016). Editorial writing: Principles, skills and practice. ISBN NO: 97886126222</p> <p>National Open University of Nigeria Course Material on Editorial Writing. (NOUN)</p>		