MAC211 Editorial Writing (2 Units)

Department of Mass Communication

Covenant University
1. MAC211
1.1. MAC211 Editorial Writing (2 Units)

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.