



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1 EXAMINATION

COURSE CODE: JLS726
COURSE TITLE: SPEECH WRITING
UNITS: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Nigerians are panic as a result of the Lassa fever and Corona disease pandemic, hence a call for an address from Nigeria Ministry of Health. As a professional in the field of Mass Communication, suggest to the ministry the type of speech that is appropriate to arrest the situation and substantiate your suggestion with at least five (5) points. **(25 Marks)**
2. Relate the importance of any five of the types of communication to the current trend in global health system. **(15 marks)**
3. Speech writing evolved through various phases of human history. Discuss at least five factors that strengthen speech as a form of communication. **(15marks)**
4. “Audience analysis enhances the effectiveness of a speech”. Use this quotation as an impetus to discuss at least three parameters that must be emphasised when analysing the audience. **(15 marks)**
5. Identify and discuss at least five sources of information in preparation for writing an effective speech. **(15 marks)**
6. You are invited by the Joint Forum of the Presidency and South-West Governors to make a speech on the topic “Nigeria and Security Challenge: The Need for Operation *Amotekun* as a State Policing Agent”. Highlight 5-Item speech outline and discuss the relevance of each to your speech. **(15 marks)**