



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2021\_2 EXAMINATIONS**

**COURSE CODE: JLS 826**  
**COURSE TITLE: SPEECH WRITING**  
**UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.**

1. Both written and unwritten speeches have many utilities and many challenges, particularly when certain principles are not internalised or adhere to by speech writer and presenter. Explain the differences between written and unwritten speech on the one hand and important principles that mitigate the inherent challenges of any speech. **(25 Marks)**
2. Besides the major speeches that include expository/informative speech, analytical speech, persuasive speech and technical speech, briefly explain five (5) other types of speech. **(15 Marks)**
3. An important basis of speech writing is sourcing for right information that can lend credibility to the speech. In view of divergent avenues from which information can be sourced, provide an apt explanation of five (5) cogent sources available to speech writer. **(15 Marks)**
4. Although speech making has antiquated historical basis, training in speech making among the Greeks and Romans was of fundamental essence in contemporary speech making. Discuss. **(15 Marks)**
5. For speech to be meaningful, it must make reasonable sense to the audience via appeal to reasoning or emotion. Explain key logical mechanisms usually employed in speech writing and the condition for embracing emotional appeal. **(15 Marks)**