



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

FEB 2018 EXAMINATION

COURSE CODE: JLS 726
COURSE TITLE: SPEECH WRITING
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Through various phases of human history, many factors seemed to strengthen speech as a form of communication. Discuss the factors to justify the essence of speeches. **(17¹/₂ Marks)**
2. Think of a speech delivered recently in which you are one of the audience present, discuss the impacts that such speech would likely make in you and other attendees. **(17¹/₂ Marks)**
3. “A written speech is a subject of litigation”. As a student of speech writing, discuss the principles that a speech writer must be guided with to avoid or mitigate adverse legal consequences.
4. You are requested to write a speech to be delivered by the Vice Chancellor of National Open University at the University Fifth Convocation to be held in January 20th, 2018 in Abuja on the topic “The Need to embrace Mass, Open and Continuous Education in Nigeria”. Which type of speech will you consider suitable for the occasion and why? **(17¹/₂ Marks)**
5. Information is the main ingredient needed to write a good speech. Discuss with relevant examples and or illustrations where you think the information could be sourced.
6. Discuss how each of the following influences effective speech writing:
 - a. Logic **(6 Marks)**
 - b. Language **(6 Marks)**
 - c. Style **(6 Marks)**