



**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 EXAM

COURSE CODE: JLS826
COURSE TITLE: SPEECH WRITING
UNIT: 3
TIME: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

1. Explain four major types of speech. Discuss their respective qualities, objectives, and structure. **(17¹/₂ Marks)**
2. Audience characteristic most often influences the content and structure of a speech. Discuss the characteristics you can use to analyse your audience to suit the speech you are to deliver in the fourth coming Annual Children Day organised by your Institution.
3. Sourcing for the right information is a very important consideration if you are to write a good speech. Discuss at least five avenues, where the information needed to write excellent speeches could be sourced. **(17¹/₂ Marks)**
4. Discuss the impacts of style, logic, and language on writing effective and laudable speeches. **(17¹/₂ Marks)**
5. “Speech has remained an important component of human live, existence and interaction since creation” Justify this quotation by discussing the importance of speech in our society. **(17¹/₂ Marks)**
6. Use the four components in Berlo Communication model as parameters to discuss the structure of speech writing and delivery. **(17¹/₂ Marks)**