



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 Examination

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

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. The Supreme Court on Tuesday, January 14, nullified the election of Emeka Ihedioha as the governor of Imo state and declared the candidate of the All Progressives Congress (APC) the winner. As a result of the Supreme Court verdict, you are invited to give a speech on “Political mandate: A competitive or corroborative role between electorates and the judiciary?” Based on the topic, what type of speech fit in. Discuss at least three reasons why the speech type is appropriate. **(25 Marks)**
2. Examine five reasons why written speeches are preferable to oral speeches in today era of digital communication. **(15 marks)**
3. In at least three paragraphs (One for each point), relate Lasswell Interrogative Model of communication to effective speech writing. **(15marks)**
4. “Speech is as important as communication”. Justify this assertion by discussing at least five essences of speech in your immediate community. **(15 marks)**
5. Discuss any three (3) characteristic of a persuasive message as reasons for its preference over other forms of speech. **(15 marks)**
6. Discuss and distinguish any three of the following speech forms:
 - a. Impromptu Talks
 - b. Tributes
 - c. Introductory Speech
 - d. Valedictory Speech**(15 marks)**