

UNIVERSITY VILLAGE, PLOT 91 CADIZI
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS_

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

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. With copious examples, write elaborately on the following types of speech:

- | | | |
|-------------------------|------------------------|----------------------|
| (a) Introductory Speech | (b) Remarks | (c) Impromptu Talks |
| (d) Tributes | (e) Valedictory Speech | (f) Technical speech |
| (g) Toasts | (h) Persuasive speech | 25 marks |

2. There are four main areas of responsibility that are usually emphasised in speech writing and presentation. With examples, list and discuss these four areas. **15marks**

3. The public could derive some gains from good programme presentation. With examples, discuss five (5) of such gains. **15 marks**

4. To ensure that the public gets the best from programme presentations, McCutcheon, Schaffer and Wycoff (1994), gave some suggestions. Explain eight (8) of these suggestions. **15 marks**

5. Through various phases of human history, many factors seem to have strengthened speech as a form of communication. Discuss five (5) of these factors. **15 marks**