



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

Course Title: Speech Writing

Course Code: JLS 726

Credit Unit: 3

Time allowed: 3 hours

Instruction: Provide the appropriate answer to any of the four questions or items. Each item or question carries 17 1/2 marks.

1. (a) State and analyse the most important initial good step to be taken in writing a good quality speech. **10 Marks**
(b) Write very short notes to demonstrate your understanding of the following two points below as regards speech writing: (i) Analysing the Audience (ii) Sourcing for Information. **7 1/2 Marks**
2. (a) Use brief notes to show your deep knowledge of the nitty-gritty of the following three points below: (i) Introductory speech (ii) Impromptu talks and (iv) Valedictory speech. **10 Marks**
(b) Briefly explain how books are important for a speech writer who sources for information. **7 1/2 Marks**
3. (a) To what extent do you think that periodicals (magazines, newspapers, etc.) are for a speech writer who scout for information? **10 Marks**
(b) What is the main advantage of books over periodicals as sources of information for a speech writer? **7 1/2 Marks**
4. (a) As an expert in speech writing, narrate how you believe that the internet could be useful in researching for information. **10 Marks**
(b) What do you consider should be the major disadvantage of using the internet to source for information in speech writing? **7 1/2 Marks**
5. (a) Explain to a novice in speech writing how one could use interview approach to assemble relevant materials for writing some speeches. **10 Marks**
(b) Some believe that one could gather relevant materials for writing a good speech through data sourced from discussions, as a debater in support of the view briefly discuss how it is possible. **7 1/2 Marks**