



**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 826**  
**CREDIT UNITS: 3**  
**TIME ALLOWED: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE**

1. (a) Explain the influence of each of the elements in Shannon and Weaver (Mathematical Model) of communication in speech making. **(15 Marks)**  
(b) Discuss the reasons why it necessary to consider audience in speech making. **(10 Marks)**
2. (a) Explain the four (4) principles of speech writing. **(10 Marks)**.  
(b) Discuss the responsibility of the speech writer to the speech content. **(5 marks)**.
3. Discuss the five (5) steps towards quality speech writing. **(15 Marks)**
4. Write short notes on the following forms of speech:
  - a. Tributes
  - b. Toasts
  - c. Valedictory speech**(15 Marks)**
5. (a) Examine the main objective of Persuasive Speech. **(5 marks)**  
(b) Discuss the processes involved in writing Persuasive Speech. **(10 marks)**