



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024\_2 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<sup>1</sup>/<sub>2</sub> marks.**

1. (a) In a detailed way, trace the invention of printing according to the point of view that links it to have originated from Egypt. **10 Marks**  
(b) State two main reasons which make you think that Johannes Gutenberg's invention was a watershed in the world history of printing **7<sup>1</sup>/<sub>2</sub> Marks**
2. (a) Probe and dissect the earliest ever form of training on speech making recorded in the world. **10 Marks**  
(b) Briefly describe the two Roman personalities who contributed significantly to the development of speech making. **7<sup>1</sup>/<sub>2</sub> Marks**
3. (a) Why do you think that from the time of Aristotle's *Rhetorics*, 'those who make or write speeches have been encouraged not to present speeches beyond the comprehension of their audiences? **10 Marks**  
(b) Enumerate four questions that the speech maker or writer should endeavour to consider about their audience. **7<sup>1</sup>/<sub>2</sub> Marks**
4. (a) What are the specific background idiosyncrasies of the Nigerian audience that may not be the challenge of American or British audiences that anyone making or writing a speech in Nigeria should always have in mind? **10 Marks**  
(b) Briefly explain the ethical principle which was relevant and is still recognised in speech making and writing. **7<sup>1</sup>/<sub>2</sub> Marks**
5. (a) Give a full description of the Quintilian 'good man theory,' in the sphere of speech making and writing. **10 Marks**  
(b) Why do you think that Plato criticized teachers of persuasive public speaking who failed to incorporate the principle of responsibility? **7<sup>1</sup>/<sub>2</sub> Marks**