



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE TITLE: SPEECH WRITING
COURSE CODE: JLS 726
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

1a. What is speech? **5^{1/2} marks**

1b. Identify and explain with relevant examples any three importance of speech to humans. **12 marks**

2a. Define communication. **2^{1/2} marks**

2b. Identify and explain any five types of communication with relevant examples. **15 marks**

3a. As the PR manager for MTN Nigeria to the next Nigerian Economic Summit, identify and explain any three areas of responsibility in speech writing and presentation that may guide your MD's speech at the Summit. **15 marks**

3b. Define an analytical speech. **2^{1/2} marks**

4a. As the community relations officer of Shell Nigeria, explain the process involved in presenting a persuasive speech to help calm down people in the Ogoni region after a recent oil spill. **15 marks**

4b. What is a technical speech? **2^{1/2} marks**

5a. Describe, with an example, an impromptu speech. **5^{1/2} marks**

5b. You have been invited to deliver a speech at the launch of *YOKOYOKO Milk* drink for children between 5-13 years at Kangaroo Secondary School. Explain how you will use the following sources of information as you develop your speech.

- i. Books **3 marks**
- ii. The Internet **3 marks**
- iii. Interviews **3 marks**
- iv. Observations **3 marks**