



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

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

1a. Explain the concept of communication as an important component of speech. **7^{1/2} marks**
1b. Identify and explain any two models of communication that can help shape your thoughts as you prepare your valedictory speech. **10 marks**

2a. Briefly trace the history of speech writing. **15 marks**
2b. What are principles? **2^{1/2} marks**

3a. Identify and explain any four principles of speech writing that you hope to apply as the public relations manager of Nestle Foods Plc for the launch of the new Milo pack. **12 marks**
3b. Define an expository speech. **5^{1/2} marks**

4a. As the ICT manager of Airtel Nigeria, explain the process involved in writing an analytical speech to explain the recent downtime to stakeholders at the 22nd Nigerian Consumer Forum in Lagos. **12 marks**
4b. Describe an introductory speech. **5^{1/2} marks**

5a. Explain what a tribute entails. **5^{1/2} marks**
5b. As the Managing Partner of B&C Associates, explain to your PR manager why he must pay attention to the following issues in speech writing as you prepare for the launch of your new product:
i. Punctuations **4 marks**
ii. Grammar and Spelling **4 marks**
iii. Vocabulary **4 marks**