



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

COURSE CODE: JLS826
COURSE TITLE: SPEECH WRITING
CREDIT UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1a. What is Speech? (5 Marks)

1b. With cogent examples, explain five principles that relate directly to speech writing. (12¹/₂ Marks)

1c. Write short notes on the following. (7¹/₂ Marks)

- i. Shannon and Weaver (Mathematical Model)
- ii. Berlo Model
- iii. ABX/Co-orientation Model

2. Describe five other types of speeches and their usage in our contemporary African society. (15 Marks)

3. Examine five basic factors in human history that is believed to have strengthened speech as a form of communication. (15Marks)

4. There are main areas of responsibility that are usually emphasized in effective speech writing and presentation. Explain those four areas of responsibility as they affect good speech writing and presentation. 15marks

5. You have been saddled with the responsibility to write a speech for the Vice-Chancellor of the National Open University to be presented on Convocation Day, based on this, analyse five Steps you would adopt towards quality speech writing for such an elaborate ceremony. (15Marks)