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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**JUNE, 2017\_1 EXAMINATIONS**

**COURSE CODE: JLS 726**

**COURSE TITLE: SPEECH WRITING**

**UNIT: 3**

INSTRUCTION: **ANSWER ANY FOUR QUESTIONS**

TIME: **3 HOURS**

1. You are consulted to write a speech to be delivered by the new President of the Gambian at his swearing-in ceremony in the capital city of the country. Why do you think such a speech is important?**(171/2 Marks)**
2. You have been invited to deliver a speech at a maiden conference of African Journalists Congress on the topic “Media and improvement of Nigeria‘s Economic Status”. As a student of Speech Writing class, which type of speech will youconsider suitable for the occasion and why. **(171/2 Marks)**
3. “A good speech is a product of a good writing plan”. Justify this assertion by discussing at least seven of the steps that could be followed in writing effective speeches. **(171/2 Marks)**
4. Explain Expository/informative speech. **(171/2 Marks)**
5. Use the elements in Berlo’s model of communication to explain the relationships between speech maker and speech audience during speech delivery. **(171/2 Marks)**
6. (a) Who are you responsible to while writing a speech and why? **(10 Marks)**

(b) Highlight and discuss at least three of the four basic principles of speech writing. **(71/2 Marks)**