



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION

COURSE CODE: JLS826

COURSE TITLE: SPEECH WRITING

UNIT: 3

TIME ALLOWED: 3 HOURS

Instruction: Answer questions one and any other three.

1. The opposition, Peoples Democratic Party (PDP), vehemently insisted that the October 1, 2020 Independence Anniversary Speech of the President of the Federal Republic of Nigeria, Muhammadu Buhari, was short of expectations as “it failed to address the reality of the situation in the country”.
 - a. What are essential ingredients of a quality speech that must effectively communicate?
 - b. With detailed discussion, show the basic tenets of speech making/writing.
(25marks)

2.
 - a. Enumerate and fully discuss the four models of communication.
 - b. In detail show the six kinds of communication.
(15marks)

3.
 - a. Compare and contrast Persuasive speech and Technical speech.
 - b. Explain the meanings and the different avenues Introductory speech, Remarks and Tributes are required.
(15marks)

4.
 - a. Show the factors which compel speech as form of communication.
 - b. Present the four areas of responsibility that are stressed in speech writing and presentation.
(15marks)

5.
 - a. The Vice Chancellor of the National Open University of Nigeria, Prof Abdalla Uba Adamu, is expected to address a combined audience of the university community, its friends, benefactors and the general public as he exits the institution in February 2021. What will be the importance of that speech?
 - b. What kind of speech will it be and why?
(15marks)

6.
 - a. Why is it necessary to organise speech contents before writing it?
 - b. Among the crucial factors pertinent to effective speech writing is the prevalence of suitable sources of materials. Name and explain at least eight sources of information for speech writing.
(15marks)

