



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION**

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

1. As a medium of communication and interaction among human beings as well as communing with one's creator, speech has assumed a potent means of socialising people and documenting ideas and philosophies. Explain four (4) reasons why speech is important and another three (3) reasons why speech needs to be written. **(25 Marks)**
2. Speech writing is guided by certain principles and demand a number of responsibilities on the part of the writer and presenter as an ethical guideline based on a sense of integrity, compassion for others, and personal honesty. Describe three areas of responsibility that speech writer and presenter must keep in mind always. **(15 Marks)**
3. Speech comes in different types with objectives and techniques of writing defining each speech typology differentially. Explain the objectives of technical speech on the one hand and a description of how to write such speech on the other hand. **(15 Marks)**
4. Being the centerpiece of any speech, the audience needs to be known well by the speech writer and presenter, hence audience analysis is of fundamental essence in speech writing. Explain the key fundamentals of audience analysis in speech writing. **(15 Marks)**
5. Sequel to sourcing, outlining and organizing the outlook of the speech, the next step is the putting words together in the forms of first and subsequent drafts of the speech. Describe the activities that are involved in the writing of the first draft and its eventual revision. **(15 Marks)**