



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.**

**COURSE CODE: JLS 726
COURSE TITLE: SPEECH WRITING
UNIT: 3
TIME: 3 HOURS**

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. The public needs to benefit immensely from programme presentations; this made McCutcheon, Schaffer and Wycoff (1994) to come up with certain suggestions. Provide an explanation of eight (8) of these suggestions. **25 marks**

2. It seems many factors have strengthened speech as a form of communication, through various stages of the history of man. Discuss five (5) of these factors. **15 marks**

3. Public could derive some gains from good programme presentation. With examples, discuss five (5) of such gains. **15 marks**

4. Sourcing for information is the main ingredient you need for your speech writing. With copious examples, Explain five (5) sources of information for speech writing. **15 marks**

5. Provide a detailed discussion about the following types of speech; please feel free to give as many examples as you deem fit.

(a) Introductory Speech
Talks
Speech

(b) Remarks
(d) Tributes
15 marks

(c) Impromptu
(e) Valedictory