

UNIVERSITY VILLAGE, PLOT 91 CADASTRE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_2 EXAMINATIONS

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

**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER THREE

1. With copious examples, write elaborately on the following types of speech:

- |                         |                        |                      |
|-------------------------|------------------------|----------------------|
| (a) Introductory Speech | (b) Remarks            | (c) Impromptu Talks  |
| (d) Tributes            | (e) Valedictory Speech | (f) Technical speech |
| (g) Toasts              | (h) Persuasive speech  | <b>25 marks</b>      |

2. There are four main areas of responsibility that are usually emphasised in speech writing and presentation. With examples, list and discuss these four areas. **15marks**

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

4. To ensure that the public gets the best from programme presentations, McCutcheon, Schaffer and Wycoff (1994), gave some suggestions. Explain eight (8) of these suggestions. **15 marks**

5. Through various phases of human history, many factors seem to have strengthened speech as a form of communication. Discuss five (5) of these factors. **15 marks**