



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MARCH/APRIL 2015 EXAMINATION

COURSE CODE: JLS826

COURSE TITLE: SPEECH WRITING

TITLE OF EXAMINATION: MSc MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instruction: Answer questions one and any other three.

1. One analyst has described speech as a very crucial necessity to man and indispensable in his daily activities and optimal functioning.
 - a. With a critically analyzed discussion, prove the statement right.
 - b. Show the importance of speech.
 - c. Of what value is a speech by Mazi Jimoh Muazu, a retired headmaster, to a group of undergraduates in his community?
 - d. Write on 'The Place of Language in Speech Writing'. (25%)
2. Discuss the six kinds of communication with clear illustrative cases for each of them. Name and explain those five factors that may mar the delivery of an effective speech. (15%)
3. With clear illustrations, distinguish between
 - a. Exploratory/informative speech and Analytical speech, and
 - b. Persuasive speech and Technical speech.
 - c. Why is it necessary to organize speech contents before writing it? (15%)
4. Name and fully explain the four existing models of communication. Discuss in detail the six kinds of communication. (15%)
5. Among the crucial factors pertinent to effective speech writing is the existence of suitable sources of materials. Enumerate and explain at least eight sources of information for speech writing. (15%)
6. Discuss fully the basic tenets of speech making/writing. Of what need is there to adhere to the specific principles guiding speech writing? Name and explain them. (15%)