



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

OCTOBER 2016 EXAMINATION

COURSE CODE: JLS 726
COURSE TITLE: SPEECH WRITING
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Mr Adelakun has been invited to deliver a speech at the Lunching of “Change Begins with Me” campaign of President MuhamaduBuhari administration. As a student of Speech Writing class, advise Mr Adelakun which type of speech he should present at the occasion and why. **(17½ Marks)**
2. Relate the elements in Lasswell (Interrogative) Communication model with effective speech writing. **(17½ Marks)**
3. “Speeches are meant to make impact in the speech audience”. Use the four principles of speech as the basis to justify or refute the statement. **(17½ Marks)**
4. You are invited to the Annual Conference of African Journalists to deliver a speech on the topic “Bullying of News Reporters: A menace to Effective Journalism Practice”, write out and discuss at least seven of the steps to be followed in writing the speech. **(17½ Marks)**
5. Write extensively on PersuasiveSpeech. **(17½ Marks)**
6. If you are consulted to write a good speech to persuade Oyo state workers who have embarked on industrial strike for the past four months to resume work, discuss the importance of research in writing such speech. **(17½ Marks)**