



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

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

1a. What is Speech? **(5 Marks)**

1b. With cogent examples, explain five principles that relate directly to speech writing. **(12¹/₂ Marks)**

1c. Write short notes on the following. **(7¹/₂ Marks)**

- i. Shannon and Weaver (Mathematical Model)
- ii. Berlo Model
- iii. ABX/Co-orientation Model

2. Describe five other types of speeches and their usage in our contemporary African society. **(15 Marks)**

3. Examine five basic factors in human history that is believed to have strengthened speech as a form of communication. **(15Marks)**

4. There are main areas of responsibility that are usually emphasized in effective speech writing and presentation. Explain those four areas of responsibility as they affect good speech writing and presentation. **15marks**

5. You have been saddled with the responsibility to write a speech for the Vice-Chancellor of the National Open University to be presented on Convocation Day, based on this, analyse five Steps you would adopt towards quality speech writing for such an elaborate ceremony. **(15Marks)**