



BOWEN UNIVERSITY
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2022/2023 SESSION
SECOND SEMESTER EXAMINATION

Course Title: Speech writing and composition

Course Code: MAS 202

Course Unit: 2

Instruction: *Answer question one and any other two*

Duration: 2 hours

1. Assume you are the speech writer to the Governor of your state, articulate a 10-segement outline of a speech the Governor is billed to deliver to mark the celebration of this year's Independence Day on the 1st of October. **(30 marks)**
2. "Wise men speak because they have something to say, fools because they have to say something." Justify this assertion using an all encompassing definition of SPEECH. **(20 marks)**
3. Write short notes on the following speech appeals:
(a) Pathos **(5 Marks)** (b) Logos **(5 Marks)**
(c) Ethos **(5 Marks)** (d) Kairos **(5 Marks)**
(20 marks)
4. Discuss the FOUR basic types of speech style **(20 marks)**
5. All speeches are written to meet existing needs. Discuss FIVE of the needs. **(20 marks)**