



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_1 EXAMINATION**

COURSE CODE: JLS 826
COURSE TITLE: SPEECH WRITING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. A written speech can become a subject of litigation and attract more sanctions than unscripted speech. Discuss this in line with the need for speech writers to be more circumspect by following due principles. (25marks)
2. Provide an in-depth explanation of three (3) symbolic models that can be used to understand speech act as a communication process. (15 marks)
3. Discuss the relevance of speech writing and speech documentation to human life, existence and interaction since creation. (15 Marks)
4. Besides the main typologies of speech, other occasions require deliverance of speech. Explain how opening remarks, impromptu talks, tributes, valedictory and toasts function as speech.
5. With special reference to their main objective discuss the three (3) main typologies of speech used in addressing audience in view of specialties of information to pass across to them. (15 Marks)
6. Speech as an important component of communication can be rendered at any level of communication. Justify this assertion through succinct description of five levels of communication. (15 Marks)