



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2021\_2 EXAMINATIONS**

**COURSE CODE: JLS726**  
**COURSE TITLE: SPEECH WRITING**  
**UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

1. Scholars have made attempts to describe the process of communication, thereby coming up with different models. Provide Folarin's definition of a model and discuss at least four models of communication propounded by scholars. **(25 Marks)**
2. Principles of speech writing are meant to guide the writer vis-à-vis legal and other important issues. Identify and discuss three principles of speech writing and state why they are important. **(15 Marks)**
3. Aside the four major types of speech, there are other types of speech existing for different reasons and for different occasions. Explain at least five of those speeches and mention the occasion in which each is done. **(15 Marks)**
4. The success of any speech writing endeavour may depend on the sources of information available to the writer. Identify and discuss at least five sources of information a writer can utilise while preparing a speech. **(15 Marks)**
5. Discuss the imperative of logic in speech writing and justify why speakers need to be logical. **(15 Marks)**