NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES

JUNE/JULY 2013 EXAMINATION

COURSE CODE: JLS 826

COURSE TITLE: SPEECH WRITING

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

QUESTION 1
(a) A model is a symbolic representation designed to help us visualise the relationships among various elements of a structure for the purpose of analysis and discussion. Mention two models and explain.
10 marks

(b)Explain the following types of communication
1.   Inter-personal communication
5marks
2. Intra-personal communication
5marks
3. Group communication.5marks

Total=   15 marks

QUESTION 2
In the history of man various factors have strengthened speech as a form of communication. Briefly highlight these factors.
25 marks

QUESTION 3
Written speech gives the writer the opportunity to think properly before committing anything into writing. What are the guarding principles of speech writing?   25 marks

QUESTION 4

A good speech requires proper and effective use of punctuation marks. List and explain at least six punctuation marks and their correct usage. 25 marks

QUESTION 5
The speech below was made by the former U S President Bill Clinton. Put in the correct punctuation marks and spellings in the right order andpositions.

Thank you very much ladies and gentle menWelcome to The White House! And do have a wonderful stay and to this day to which 'hilary and the Vice president and I look forward to somuch every yearThis is always an important day for our country for the reasons that the vice president said it is an unsual and I think unusually important day tody I may not be quite sur1e as easy with my words today.as I have been in years pastand I was up rather late last night thinking about and praying about what I ought to say today and Rather unsual for me I actually tried to write it down so if u will for give me I will do my best to say wat it is I want to say

25 marks

QUESTION 6
Discuss the main objective of an expository speech. How do you write an expository speech?   25 marks