



**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 726

COURSE TITLE: SPEECH WRITING

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

1. Communication varies in term of means, participants and audience size. Use these as parameters to discuss at least five of the types of communication. **(25 Marks)**
2. Identify any four models of communication and discuss the peculiar characteristics of each model highlighted. **(25 Marks)**
3. In what ways do you think written speech is more effective to achieve speech goals than oral speech? **(25 Marks)**
4. (a) Discuss the principles that guide speech writers towards making effective speeches. **(15 Marks)**
(b) Comment on the importance of LOGIC and STYLE when you are writing a speech. **(10 Marks)**
5. Discuss at least four categories of speech and explain the requirements for writing each of them. **(25 Marks)**
6. Write extensively on the steps involved in writing a quality speech. **(25 Marks)**