



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND
LAGOS

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

COURSE CODE: JLS726

COURSE TITLE: SPEECH WRITING

UNIT: 3

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO.

TIME: 2 HOURS

1. Discuss with examples and or illustration where appropriate the relevance of the following to effective speech making:
 - a. Responsibility to speech content **(6 Marks)**
 - b. Responsibility to the speech audience **(6 Marks)**
 - c. Responsibility to oneself **(6 Marks)**
 - d. Responsibility to the society **(6 Marks)**
2. Discuss with relevant examples the processes involved in writing an effective speech. **(23 Marks)**
3. Identify any four models of communication and discuss the peculiar characteristics of each model highlighted. **(23 Marks)**
4. (a) Discuss your preference for written speech over oral speech **(13 Marks)**
(b) Discuss the principles that guide speech writers towards making effective speeches. **(10 Marks)**

5. Discuss at least four categories of speech and explain the requirements for writing each of them.
(23 Marks)