



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

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

Course Code: JLS826
Course Title: SPEECH WRITING
Instruction: ANSWER FOUR QUESTIONS
TIME ALLOWED: 2HRS

Question 1 (a) Succinctly define the following
(i) Shannon and Weaver (Mathematical Model)
(ii) Berlo Model
(iii) ABX/Co-orientation Model
(iv) Lasswell (Interrogative) Model
(8 marks)

(b) Explain the following types of communication
(i) Interpersonal communication
(ii) Intrapersonal communication
(iii) Group communication
(iv) Organisational communication
(v) Mass communication
(vi) International Communication **(17 marks)**

QUESTION 2 There are four main areas of responsibility that are usually emphasized in speech writing and presentation. Mention and discuss them. **(25 marks)**

QUESTION 3 (a) List and explain the guiding principles of speech writing. **(15 marks)**

(b) A good speech requires proper and effective use of punctuation marks. List and explain at least six punctuation marks and their correct usage. **(10 marks)**

QUESTION 4 Write an analytical speech of not more than 200 words on your understanding of what an Open University system is all about and why you have chosen NOUN rather than the Conventional University. **(25 marks)**

QUESTION 5 (a) Write to the best of your understanding on the following:
(i) introductory speech
(ii) remarks
(iii) impromptu talks

(iv) valedictory speech

(v) toast

(vi) tributes

(12 marks)

(b) There are many sources of information that you can utilize as you prepare to write a speech. Mention and discuss four sources of information.

(13 marks)

QUESTION 6 (a) Discuss the main objectives of an expository speech.
(10 marks)

(b) How do you write an expository speech?

(15 marks)