



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Arts
Department of Languages
2020_1 EXAMINATIONS

COURSE CODE: ENG414
COURSE TITLE: SPEECH WRITING
CREDIT UNITS: 3
TIME ALLOWED: TWO HOURS

INSTRUCTION: Answer **THREE** Questions in all. Question 1 is compulsory.

1. (a) What is 'Audience Analysis' in public speaking? (6 marks)
(b) Distinguish clearly between 'Spontaneous' and 'self-conscious' manners of audience analysis. (18 marks)
(24 marks/50 minutes)
2. How would you distinguish between 'Evidence' and 'Fallacy' in speech writing?
(23 marks/35 minutes)
3. How can a speech writer fine tune his/her speech?
(23 marks/35 minutes)
4. Using relevant examples, discuss the importance of the following punctuation marks to a speech writer: Comma, Colon, Semi-colon, and Apostrophe. (23 marks/35 minutes)