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**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)**
5. Comment on the importance of LOGIC and STYLE when you are writing a speech. **(10 Marks)**
6. Discuss at least four categories of speech and explain the requirements for writing each of them. **(25 Marks)**
7. Write extensively on the steps involved in writing a quality speech. **(25Marks)**