



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF ARTS
2022_2 SEMESTER EXAMINATION**

COURSE: ENG414: SPEECH WRITING

CREDIT UNITS: (3)

TIME: Time: 2 ½ Hours

INSTRUCTIONS: Answer any four questions of your choice.

1. List and explain the ways of achieving emphasis in speech. (17 marks)
2. ‘Much of the misunderstanding people have often arise from misconception, which is a product of ineffective diction.’ List and explain any four techniques that can make the diction of your speech more effective. (17 marks)
3. Using relevant examples, ddistinguish clearly between ‘Spontaneous’ and ‘self-Conscious’ manners of audience analysis. (17 marks)
4. How would you distinguish between ‘Evidence’ and ‘Fallacy’ in speech writing? (17 marks)
5. How can a speech writer fine-tune his/her speech? (17 marks)