



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF ARTS**  
**2023\_2 EXAMINATIONS**

---

**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. (17.5 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.
3. Using relevant examples, ddistinguish clearly between 'Spontaneous' and 'self-Conscious' manners of audience analysis. (17.5 marks)
4. How would you distinguish between 'Evidence' and 'Fallacy' in speech writing? (17.5 marks)
5. How can a speech writer fine-tune his/her speech? (17.5 marks)

