

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1998/99

Februari 1999

HEK 211 - Komunikasi Lisan Dan Kemahiran Berhujah Dalam Bahasa Inggeris

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN TWO [2] PAGES.

Answer FOUR [4] questions.

1. *What you say* and *how you say it* are affected significantly by the situational and cultural contexts in which you are speaking.

Elaborate

[25 marks]

2. What is *communication apprehension*. Discuss the different major treatment approaches in dealing with communication apprehension and suggest ways in which they might be adopted in reducing apprehension in public speaking.

[25 marks]

3. To be successful in public speaking you need to be *rhetorically sensitive*.

Elaborate

[25 marks]

.../2

4. What are *the key features in word choice* which are essential in the creation of clear, compelling language in a style suited to you, the topic, audience and occasion?

[25 marks]

5. Your voice is an instrument that helps convey the meaning of language. Discuss how your vocal attributes affect your listener's perception and interpretation of your message.

[25 marks]

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