

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1998/99

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HET 322/412 - Bahasa, Kuasa dan Ideologi

Masa: [3 jam]

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**THIS EXAMINATION PAPER CONTAINS FOUR [ 4 ] QUESTIONS IN ONE [ 1 ] PAGE.**

Answer **ALL FOUR** [ 4 ] questions.

**ALL** questions carry equal marks.

1. How do speakers mitigate the force of their communication? Discuss your answer with reference to Fraser's mitigation strategies.
2. "What is said" and "what is meant" are often contradicted. Discuss this statement in the light of persuasion mechanisms and strategies used by politicians when they attempt to appear and sound "credible".
3. Define "propaganda". How does propaganda differ from scientific analysis ? Discuss the seven common propaganda devices and for each give an example to show how emotion overrides reason.
4. What is ideology? Discuss how ideology is related to common sense and discourse.

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