

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang 1993/94

Oktober/November 1993

HEK 301 - Komunikasi Lisan Dalam Bahasa Inggeris

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN THREE [3] PAGES.

Answer FOUR [4] questions, TWO [2] from Section A and TWO [2] from Section B.

SECTION A

1. "Oral communication is the integrated use of words, voice and action by the speaker for the purpose of accurate and skillful communication of his ideas and feelings to a listener."

(James Henning, 1966)

COMMENT.

(25 marks)

2. Convert the following text into a persuasive speech. Give a title and make the point of your speech very clear. Start your talk with "Ladies and Gentlemen". You may add/subtract any information you want to. State the visual aids to be used (at the beginning of your answer).

Garlic is universally loved and feared, though not by the same people.

Garlic is a plant grown for its pungently flavored bulb, which is used to flavor food.

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A brittle, papery covering grows around the garlic bulb as well as around the individual cloves (also called buds) that form the bulb. The Creole or American variety, most commonly used in the United States, is white-skinned and the strongest of the three major varieties in flavor and aroma.

The onion and its close relatives possess the same strong-tasting compound as garlic, but in lesser amounts.

The Roman nobility, who avoided garlic themselves, included it in the rations of soldiers to make them strong and heroic.

In many parts of the world it is believed that anyone carrying or wearing garlic is protected from the "evil eye," or the unwanted attentions of vampires and witches.

Garlic has been used as a folk-medicine cure for everything from the voice and complexion to fractured bones.

Egyptian slave masters fed garlic to the labourers who built the Great Pyramid at Giza about 3000 B.C., in the belief that it gave strength to those eating it. An inscription on the pyramid told the exact cost of the garlic (and radishes and onions) consumed during its construction.

Garlic is indispensable in everything but dessert to 97 percent of all Sicilians, whereas at least 22 percent of all English people find the mere mention of garlic offensive.

"There's no such thing as a little garlic" (Dr. Leonard Smith, gourmand and former director of the Washington, D.C., office of the National Cotton Council).

"Well loved the garleek, onyons, and eek lekes" (Geoffrey Chaucer).

"I had rather live with cheese and garlic in a windmill" (William Shakespeare).

I have found that people's reaction to garlic is dependent upon what they consider an appropriate setting. Many people, for instance, find nothing objectionable in the wholesale noshing of garlic by Egyptian slaves or in the discriminate use of a clove or two to flavor French bread for a backyard barbecue, but they prefer not to share a seat on the bus with someone who's had a salami sandwich for breakfast.

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In spite of the glory that was Rome, the Great Pyramid at Giza, and the fact that they've never seen a vampire at their local pizzeria, many people nurture a lifelong prejudice against garlic. Others, like the noted French chef who claimed that his success came from chewing a small clove of garlic and then breathing gently on the salad, believe garlic is genteel. Some of us love it.

(25 marks)

SECTION B

3. Listening is said to be a difficult process because one can easily go down on 'Route 350'.

(a) Explain what this means.

(b) Ideally, what should one do with the '350'?

(25 marks)

4. Many students face the problem of making good presentations. Identify the major obstacles, and explain how they can be overcome.

(25 marks)

5. One famous adage of public speaking is "You are the message." Do you agree?

(25 marks)

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