

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
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HEK 301 Komunikasi Lisan dalam Bahasa Inggeris

[3 jam]

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

Answer ALL questions.

1. "THE JOYS OF BEING SINGLE."

With the above title, prepare a speech to affect the thinking of your audience.

(You need to develop your thought in a sequence that is logically sound and psychologically advantageous. Remember to pay particular attention to the beginning and conclusion).

(a) First organise an outline (in detail). (10 marks)

(b) Write the full text (between 500 - 750 words) (30 marks)

2. Read the speech on page 3.

At first glance, this speech seems quite impressive. Take a closer look and prepare a critique based on the following questions.

(a) What is the proposition? (4 marks)

(b) What are the main heads/ideas? (6 marks)

(c) The speech has an authoritative appearance, but do you consider the speaker credible/trustworthy? Why or why not? (15 marks)

(d) If you were to hear this speech - live or on television - what would be your assessment of the speaker's attitude towards the audience? (the theory of communication).

(10 marks)

3. Many speakers get "butterflies in the tummy" when delivering a speech. How can you make "these butterflies fly in formation"? (Limit your reason to 5).

(25 marks)

THE "ALL-PURPOSE" SPEECH

Robert H. Davis

Mr. Chairman, Ladies and Gentlemen: It is indeed a great and undeserved privilege to address such an audience as I see before me. At no previous time in the history of human civilization have greater problems confronted and challenged the ingenuity of man's intellect than now. Let us look around us. What do we see on the horizon? What forces are at work? Whither are we drifting? Under what mist of clouds does the future stand obscured? My friends, casting aside the raiment of all human speech, the crucial test for the solution of all these intricate problems to which I have just alluded is the sheer and forceful application of those immutable laws which down the corridor of Time have always guided the hand of man, groping, as it were, for some faint beacon light for his hopes and aspirations. Without these great vital principles we are but puppets responding to whim and fancy, failing entirely to grasp the hidden meaning of it all. We must readdress ourselves to these questions which press for answer and solution. The issues cannot be avoided. There they stand. It is upon you - and you - and yet even upon me that the yoke of responsibility falls.

What then, is our duty? Shall we continue to drift? No! With all the emphasis of my being I hurl back the message. No! Drifting must stop. We must press onward and upward toward the ultimate good to which all must aspire. But I

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cannot conclude my remarks, dear friends, without touching briefly upon a subject which I know is steeped in your very consciousness. I refer to that spirit which gleams from the eyes of a new-born babe; that animates the toiling masses; that sways all the hosts of humanity past and present. Without this energizing principle all commerce, trade and industry are hushed and will perish from this earth as surely as the crimson sunset follows the golden sunshine. Mark you, I do not seek to unduly alarm or distress the mothers, fathers, sons and daughters gathered before me in this vast assemblage, but I would indeed be recreant to a high resolve which I made as a youth if I did not at this time and in this place and with the full realizing sense of responsibility which I assume publicly declare and affirm my dedication and my concentration to the eternal principles and receipts of simple, ordinary, common-place JUSTICE.

For what, in the last analysis, is justice? Whence does it come? Where does it go? Is it tangible? It is not. Is it ponderable? It is not. It is all of these things combined. While I cannot tell you what justice is, this much I can tell you: That without the encircling arms of justice, without her shield, without her guardianship, the ship of state will sail through uncharted seas, narrowly, avoiding rocks and shoals, headed inevitably to the harbor of calamity.

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Justice! Justice! Justice! To thee we pay homage. To thee we dedicate our laurels of hope. Before thee we kneel in adoration, mindful of thy great power, mute before thy inscrutable destiny!

(Practical Uses of Speech Communication,
Harold Barrett, pp. 66 -67)

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