

UNIVERSITI SAINS MALAYSIA  
Peperiksaan Semester Pertama  
Sidang 1990/91

October/November 1990

HEK 301 - Komunikasi Lisan dalam Bahasa Inggeis

Masa: [3 jam]

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This Examination paper contains FOUR (4) questions in TWO (2) pages.

Answer ALL FOUR (4) questions.

1. Watch these two (2) speakers. You are encouraged to make notes while viewing the video.
  - (a) Compare their rhetorical artistry.

(20 marks)
  - (b) First, explain in detail the criterion you would use in making your comparison.

(10 marks)
  - (c) What adjustments would the first speaker have to make for an audience of 3,000 people.
    - i. Specify your audience
    - ii. Consider the site
    - iii. What adjustments has this speaker got to make in order to present a more interesting speech.

(20 marks)
2. (a) Write an introduction on a speech entitled VISIT MALAYSIA YEAR. Marks will be awarded according on how arresting your introduction is.

(10 marks)
- (b) Write an introduction on a speech entitled VISIT MALAYSIA YEAR, making it humourous.

(10 marks)

3. With reference to the argument on "EUTHANASIA" in the series on "Miller's Court", how would you organise a speech on the issue to achieve appropriate coherence, intensity, identification, conclusiveness and enthusiasm? **OUTLINE** the organizational structure you would select.

(15 marks)

4. What are the different types of ending you are familiar with? Using one specific theme (e.g. the embargo on Iraq is going to push consumer products sky-high), show the different types of ending.

(15 marks)

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