Tempat Duduk: _____ Angka Giliran: _____

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama

Sidang Akademik 1997/98

September 1997

HEA 101 Pengantar Pengajian Bahasa Inggeris

(Bahagian 2)

Masa: [2 jam]

THIS EXAMINATION PAPER CONTAINS SEVEN [7] QUESTIONS IN EIGHT [8] PAGES.

Answer **ALL** the questions.

Section A **READING**

Read the following passage carefully.

Changing people's attitude

What is propaganda? It is certainly not something which is confined to dictatorships. Indeed, in itself it is really neither good nor bad. Propaganda is simply an attempt to change attitudes, beliefs, ideas, or acts by means of mass communication.

One of the chief methods of changing attitudes is to emphasise only those facts which are important to the desired situation. This method of propaganda is known as "slanting" the facts. The facts are rarely changed but they are emphasised in such a way as to make the propagandist's case more convincing. Harmful propaganda not only selects facts but also presents them in a grossly distorted manner. When certain words are used in order to "slant" messages, we often describe these words as "loaded": eg. *imperialism*, *capitalism*.

.../2

A man described by some people as being *determined* may be referred to by others as *stubborn* or even *pig-headed*. "Loaded" words used in this way influence those who have no strong views on the particular subject being examined.

One-sided communication (giving only one side of an argument, etc.) serves to strengthen, a person's attitudes if he is already in agreement or even in partial agreement with the view being advocated. In an experiment with two groups of students, two American psychologists, Levine and Murphy, proved conclusively that people tend to avoid any information which contradicts their existing attitudes and beliefs. One group of students was in favour of socialism and the other was against socialism. The same reading texts were given to both groups in the experiment: certain texts were favourable to socialism while an equal number were unfavourable. The attitudes of the majority of students in favour of socialism were strengthened after they had read the texts, since only the information relevant to their original views was selected and remembered. The attitudes of those students opposed to socialism were also strengthened by the same texts. In short, only the information which coincided with each student's own views had been selected and remembered.

Occasionally, propaganda ostensibly presents both sides of a question before coming down heavily on one side. Studies conducted into the effectiveness of such two-sided messages have proved that they are more effective than one-sided messages in reversing a person's attitude. Thus, propaganda can persuade a person who is originally opposed to an idea to change his attitude by presenting him with a two-sided message. Moreover, such a message will leave the person with a greater resistance to counter-propaganda.

Repetition is vital to propaganda. The more times a message is seen or heard, the more effective it will usually be. If repeated enough, words and statements reinforce a message, thus strengthening the attitudes formed.

Propaganda also seeks to increase its effectiveness by means of quotations from trustworthy and prestigious sources. An uncritical acceptance of a message is much likelier if quotations are taken from reliable sources.

However, the effectiveness and power of propaganda should not be exaggerated. According to many eminent psychologists, propaganda fails as much is it succeeds. The surest way of bringing about a change in attitudes is not through propaganda but through education - provided that it is realised that the change may not always be the one originally desired.

.../3

I. **Comprehension.**

1. Choose the best answer according to the information given in the passage. Circle your answer A, B, C or D.

(a) The writer uses the phrase *in itself* (Line 2) to indicate that he is

(A) emphasizing the good qualities of propaganda.
(B) considering propaganda separately from anything else
(C) describing something associated with many dictatorships
(D) opposed to the bad use of propaganda

(b) The word *simply* (Line 2) reinforces

(A) "Propaganda"
(B) "certainly"
(C) "in itself"
(D) "really"

(c) *"Slanting" the facts* (Line 5) refers to the method of

(A) emphasizing only certain facts
(B) completely changing facts
(C) rarely including any facts at all
(D) reporting facts about people's desires

(d) A one-sided presentation of a case is best for people who

(A) have not decided which view to accept
(B) already agree with the view being presented
(C) are open-minded about most matters
(D) strongly oppose the particular view put forward

(e) In an expriment it was found that when two groups of students read the same texts, all of them

(A) expressed views which were different from those in the texts
(B) changed several of their views and began to agree with one another.
(C) contradicted their original attitudes and ideas
(D) paid attention only to those texts which agreed with their views

.../4

(f) The word *ostensibly* in Line 26 suggests that the writer thinks

(A) some propaganda really presents both sides of a case
(B) two-sided messages actually are very effective
(C) one-sided messages are probably even more effective than two-sided ones
(D) propaganda never treats both sides of a case equally.

(g) A person can resist counter-propaganda better if he has been presented with

(A) a one-sided message
(B) a comprehensive and clear view of something
(C) a two-sided message
(D) a very simple argument

(h) When a message is repeated a lot of times it will

(A) cease to be persuasive
(B) seem less reliable
(C) sound more convincing
(D) begin to bore people

(i) Successful propaganda also includes

(A) something of educational value
(B) quotations from well-known and respectable people
(C) exaggeration that can be easily recognised
(D) considerable counter-propaganda

(j) The words *the one* in the last sentence of the passage refer to

(A) "education"
(B) "the change"
(C) "propaganda"
(D) "The surest way"

(5 marks)

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II. Vocabulary

2. Choose the word which can best replace the word printed in italics in each sentence.

(a) The government banned several advertisements in which all the important fact were *slanted*.

(A) changed
(B) emphasized
(C) distorted
(D) omitted
(E) reported

(b) Your argument is a very *convincing* one.

(A) practical
(B) important
(C) extreme
(D) ideal
(E) persuasive

(c) His treatment of the two children was *grossly* unfair.

(A) ironically
(B) apparently
(C) slightly
(D) flagrantly
(E) irrationally

(d) The absence of life on the moon has been proved *conclusively*.

(A) by means of much careful analysis
(B) beyond all doubt
(C) in theory only
(D) after considerable discussion and argument
(E) as a result of much work

(2 marks)

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3. Provide a word or short phrase which has the same meaning as the meaning of each of the following words in the passage.

(A) confined (Line 1)

(B) rarely (Line 6)

(C) favourable (Line 19)

(D) prestigious (Line 36)

(E) reliable (Line 37)

(F) exaggerated (Line 38)

(3 marks)

III Organization of text

4. Arrange the following sentences in chronological order to make a logically cohesive paragraph. Write your answers A, B, C etc in the space provided below.

(A) One method they used for cooking the salmon was to boil it.

(B) Then hot stones from a campfire were added to the water.

(C) This whole roasting process continues to be practiced unchanged in many parts of the Pacific Northwest even today.

(D) Split salmon were placed flat on roasting tongs or skewered on crossed sticks.

(E) Northwest Coast Indians had approximately 9,000 years in which to perfect salmon cookery.

(F) Boxes and baskets were filled with water.

(G) One side of the fish was completely roasted and then the sticks were turned so that the other side could be cooked.

(H) A simpler method was to roast the fish over a wood fire.

(I) After the stones caused the water to boil, in went pieces of salmon in an openwork basket.

(J) These tongs and sticks had sharp ends so that they could be stuck in the ground at the edge of the fire.

The correct sequence is: ___ ___ ___ ___ ___ ___ ___ ___ ___ ___

(5 marks)

...17

Section B GRAMMAR

5. Read each sentence carefully. Identify the one underlined word or phrase that is incorrect. Circle your answer (A), (B), (C) or (D).

(a) Thunder is the sound produced (A) by the rapid (B) expanding (C) of air heated by lightning (D).

(b) The pilot that (A) was killed in (B) the crash maintains (C) an outstanding record of safety (D).

(c) One of the first results (A) of the police (B) investigation were (B) a redesigning of the whole (D) security system

(d) Both the rising (A) of dough and the changing of grapejuice to wine (B) are famous (C), well-known. examples of fermentation (D).

(e) Life on earth (A) originated about 2,000 million years ago, but the older (B) good fossil remains are (C) merely 550 million (D) years old

(f) At present (A), advertising is (B) one of the most strictly (C) regulated industry (D) in the U.S.

(g) The large birdhouse together with the numerous (A) birdfeeders under the eaves attract (B) a considerable (C) number of different species in the summer (D).

(h) It was me (A) who (B) answered the telephone when (C) you called last night (D).

(i) She is interested for (A) learning Arabic (B), Japanese (C) and Russian (D).

(j) She is one of (A) the very few (B) students who is creative, conscientious (C) and does everything (D) carefully.

(5 marks)

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6. Each of the sentences below contains an error. Rewrite each sentence with the correct form in the space provided.

(A) After drinking as much water as it wants, it is possible for a camel to survive without water for up to two weeks.

_____

(B) The line was long which discouraged many movie goers.

_____

(C) It is possible that a male tiger may outweigh a female tiger by seventy to one hundred pounds more.

_____

(D) A reduction in the posted speed limit should have some affect on the number of accidents on this road.

_____

(E) Who did you visit last week?

_____

(5 marks

Section C **Writing**

7. Write a 500-word essay on one of the following topics.

(A) The electronic media

(B) Computers in education

(C) The environment

Narrow down the topic you have chosen accordingly and give the essay a suitable title.

(25 mark

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UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama

Sidang Akademik 1997/98

September 1997

HFA 101 - Pengantar Falsafah

Masa: [3 jam]

Arahan: KERTAS PEPERIKSAAN INI MENGANDUNGI ENAM [6] SOALAN DI DALAM SATU [1] HALAMAN.

Jawab EMPAT [4] soalan sahaja.

1. Socrates menyakini bahawa sekiranya seorang individu itu mengetahui mengenai kebaikan, dia tidak akan melakukan kejahatan. Jelas dan bincangkan secara analitik pandangan Socrates ini. Adakah anda bersetuju dengan pandangan Socrates? Beri alasan untuk pandangan anda.

2. Untuk Plato ilmu mengenai Forms atau Bentuk adalah ilmu yang pasti dan benar. Jelas dan bincangkan secara analitik apakah yang dimaksudkan oleh Plato dengan Bentuk dan bagaimanakah manusia boleh memperolehi ilmu mengenainya? Adakah anda bersetuju dengan pandangan Plato? Beri alasan untuk pandangan anda.

3. Al-Ghazzali dalam autobiografinya, al-Munqidh min al-dalal membicarakan mengenai kesangsiannya mengenai ilmu yang ada pada manusia. Jelas dan bincangkan secara analitik jenis ilmu yang disangsikan oleh beliau dan jenis ilmu yang dicarinya. Adakah anda bersetuju dengan pandangan Al-Ghazzali? Beri alasan untuk pandangan anda.

4. Berasaskan Kitab fasl al-maqal Ibn Rushd, jelas dan bincangkan secara analitik pandangan Ibn Rushd mengenai falsafah dan kepentingan bidang ini untuk agama. Adakah anda bersetuju dengan pandangan Ibn Rushd? Beri alasan untuk pandangan anda.

5. Apakah pandangan Sankara mengenai maya dan pertaliannya dengan Brahman? Apakah perbezaan di antara pandangan Sankara dan ahli falsafah Vedanta yang lain mengenai perkara ini? Jelas dan bincangkan secara analitik pandangan Sankara dan perbezaan di antara pandangannya dan ahli falsafah Vedanta yang lain.

6. Untuk Sartre kebebasan manusia untuk bertindak mempunyai kaitan rapat dengan hakikat diri manusia. Jelas dan bincangkan secara analitik pandangan Sartre mengenai kebebasan manusia untuk bertindak dan kaitannya dengan hakikat diri manusia. Adakah anda bersetuju dengan pandangan Sartre? Beri alasan untuk pandangan anda.

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