

UNIVERSITI SAINS MALAYSIA
Peperiksaan Semester Pertama
Sidang 1994/95

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HEK 301 Komunikasi Lisan dalam Bahasa Inggeris

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS SIX [6] QUESTIONS IN FOUR [4] PAGES.

Answer FOUR [4] questions. QUESTION NO. 1 is COMPULSORY.

Equal marks are allocated to all questions.

1. Watch this video.
 - [a] Is this a good speaker?
 - [b] Give reasons to support your answer.
 - [c] Explain in detail the criteria you use in making your evaluation.

2. What is the difference between a speech to entertain, a speech to inform and a speech to persuade. Write examples to illustrate each one.

3. The introduction is a very important step in capturing the attention of listeners and preparing them for the 'body'. If you are given a topic "Safe Driving Saves Lives":
 - [a] prepare the introduction in full
 - [b] give an outline of the body
 - [c] write out the conclusion in full (state the device used).

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4. Is it logically sound for an audience to permit the reputation of a speaker to influence its willingness to accept the speaker's message? Elaborate.
5. In class, you often hear your lecturer saying "Make your talk interesting". Explain the devices that can be used to make one's talk interesting.
6. Read the passage on "Open Your Eyes" and do the following:
 - [a] How would you categorise this speech? (informative, persuasive and entertaining).
 - [b] Identify the three sections (cite the paragraphs).
 - [c] Analyse 'the body' in detail by showing the devices used in delivering this speech.

OPEN YOUR EYES

1 Would all of you close your eyes for just a minute. Close them very tightly so that all the light is blocked out. Imagine what it would be like to always live in a world of total darkness such as you are experiencing right now, though only for a moment. Never to see the flaming colors of the sunset, or the crisp green of the world after the rain--never to see the faces of those you love. Now open your eyes, look all around you, look at all of the things that you couldn't have seen if you couldn't have opened your eyes.

2 The bright world we awake to each morning is brought to us through two dime-sized pieces of tough, transparent, semielastic tissue; these are the corneas, and it is their function to allow light to enter the lens and the retina. Normally, they are so clear that we don't even know they are there; however, when they are scratched or scarred either by accident or by disease, they tend to blur or blot out the light. Imagine peering through a rain-slashed window pane or trying to see while swimming under water. This is the way the victims of corneal damage often describe their vision.

3 "To see the world through another man's eyes". These words are Shakespeare's, yet today it can literally be true. Thanks to the research by medical workers throughout the world, the operation known as a corneal transplant or a corneal graft has become a reality, giving thousands of people the opportunity to see. No other generation has held such a profound legacy in its possession. Yet, the universal ignorance of this subject of cornea donation is appalling. The operation itself is really quite simple; it involves the corneas of the donor being transplanted into the eyes of a recipient. And if this operation takes place within seventy-two hours after the death of the donor, it can be 100 percent effective.

4 No one who has seen the human tragedy caused solely by corneal disease can doubt the need or the urgency. Take the case of a young woman living in New Jersey who lost her sight to corneal disease. She gave birth to a baby and two years ago, thanks to a corneal transplant, she saw her three-year-old baby girl for the first time. And no one who had seen this woman's human tragedy caused solely by corneal disease nor her great joy at the restoration of her sight can doubt the need or the urgency. Or take the case of the five-year-old boy in California who was playing by a bonfire when a bottle in the fire exploded, flinging bits of glass, which lacerated his corneas. His damaged corneas were replaced with healthy ones in an emergency operation and no one who had seen this little boy's human tragedy caused solely by corneal laceration nor the great joy to his young life of receiving his sight back again can doubt the need or the urgency. Or take the case of Dr. Beldon H. Scribner of the University of Washington School of Medicine. Dr. Scribner's eyesight was damaged by a corneal disease that twisted the normally sphere-shaped corneas into cones. A corneal transplant gave Dr. Scribner a twenty-twenty corrective vision and allowed him to continue work on his invention--the artificial kidney machine. And no one who has seen this man's human tragedy caused solely by corneal disease, nor the great joy brought not only to Dr. Scribner but to the thousands of people his machine has helped save, can doubt the need or the urgency.

5 There are many philosophies behind such a gift. One of them was summed up by a minister and his wife who lost their daughter in infancy. They said, "We feel that a part of her goes on living." Or take the case of the young woman who was dying of cancer. She donated her eyes and did so with this explanation: "I want to be useful; being useful brings purpose and meaning into my

life." Surely if being useful is important there are few better ways than to donate your eyes to someone who lives after you. But no matter which philosophy you to adopt, I hope each of you will consider donating your eyes to another who will live after you and who otherwise would have to survive in the abyss of darkness. It will do you no good to leave your eyes in your regular will if you have one; for as I mentioned earlier, there is a seventy-two-hour critical period. If you wish to donate your eyes, I would suggest you contact Cincinnati Eye Bank for Sight Restoration at 861-3716. They will send you the appropriate donor forms to fill out, which should be witnessed by two of your closest friends or by your next of kin so that they will know your wishes. Then, when you died and no longer have need for your sight someone who desperately wants the chance to see will be able to.

6 Will all of you close your eyes again for a just a moment? Close them very tightly, so that all the light is blocked out. And once more imagine what it would be like to live always in a world of total darkness such as you are experiencing right now, never seeing the flaming colors of a sunset, or the crisp green of the world after a rain--never seeing the faces of those you love. Now open your eyes... Won't you give someone else the chance to open theirs?

(The Challenge of Effective Speaking,
Verderber, pp. 306-307)

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