

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1997/98

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**HEK 306 Komunikasi Lisan Dan Kemahiran Berhujah Dalam Bahasa Inggeris**

Masa: [3 jam]

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**THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN FOUR [4] PAGES.**

Answer **FOUR** [4] questions. **TWO** [2] from section A and **TWO** [2] from section B.

**SECTION A**

1. Public speaking is an interactive process through which a speaker gives a speech to the listeners who provide feedback to the speaker. This exchange occurs through various channels in a particular communication situation and cultural context.

Elaborate.

[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 audio visual aids to be used and write an outline of your speech at the beginning of your answer.**

Cocoa is often linked to the so-called hazards of eating chocolate such as tooth decay, pimples, obesity, heatiness, heart ailments and cancer.

Malaysian Cocoa Board (LKM) has proven that cocoa contain special nutrients that can bring benefits.

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LKM director-general Dr Mohd Musa Mohd Jamil says cocoa fat can be utilised to produce medical products, cosmetics and medical lotions.

Cocoa fat has unique characteristics like the ability to melt at body temperature, therefore facilitating and enhancing the effectiveness of the active substances in the ingredients used.

Due to its ability to melt at body temperature, cocoa fat is used as a base in the pharmaceutical industry for the production of medications.

It is also used in as an ingredient in the production of massage oils as well as cleansing fluids in the form of emulsion.

A study by LKM and Unisversiti sains Malsysis in 1996 has shown that cocoa has the ability to heal piles and prevent skin cancer.

The oil extracted from roasted cocoa beans can be used to treat piles and made into a lotion that protects the skin against the harmful rays of the sun which can cause skin cancer.

Cocoa butter can be used as an ingredient for lipstick.

Cocoa powder can be used as a filling for cavities and to prevent tooth decay.

A study conducted by the Massachusetts Institute of technology in the USA has proven that chocolate actually contains anti-tooth decaying ingredients like tannin, cassein, and ocsalic acid.

The tannin can hinder bacteria from breeding in the mouth, thus preventing tooth decay.

Cassein reduces the formation of acid, which in turn prevents plaque and promotes the growth of teeth.

Ocsalic acid inhibits the production of the enzyme which can turn carbohydrates into lactic acid and cause tooth decay.

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Research conducted by the Pennsylvania State University in USA has indicated that steric acid, as saturated oil in cocoa fat is called, is different from other saturated oils.

The steric acid in cocoa does not have any effect on one's cholesterol level and it does not clog the arteries, thereby preventing heart diseases.

A study carried out by the University of Missouri's Medical School has shown that chocolate does not cause pimples.

At the initial stage of the study, 10 patients were selected as they were said to have skin problems presumably caused by chocolate consumption. They were made to eat more chocolates than they usually did but the findings revealed that there was no link between the chocolate and the skin outbreak.

Cocoa is also good for economic health of the nation.

In the first nine months of 1996, Malaysia exported cocoa and cocoa products worth RM 439 million. In 1995, cocoa exports contributed RM 625.6 million in foreign exchange earnings.

LKM is making an effort to expand the world market for our cocoa products. In the domestic market, the board is trying to get more Malaysians to consume cocoa.

To raise awareness of the cocoa industry, a Subang Cocoa Fest' 97 was held on the 29th of May, 1997 at Subang Parade, Subang Jaya, Selangor. The main objective of the festival was to promote the use of cocoa in local industries as well as to inform the public about cocoa and clarify any misconceptions that they may have about the commodity.

[25 marks]

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**SECTION B**

3. Having a rhetorical frame of mind means thinking your way strategically through the decision you have to make as you prepare your speech.

Discuss the seven essential steps involved in preparing a speech.

[25 marks]

4. Public speaking is audience centered. It is crucial that your remarks meet the needs and interests of the people you address. By analysing the audience, you can discover which facets of your listeners' *demographic* and *psychological* characteristics are relevant to your speech purposes and ideas.

Elaborate.

[25 marks]

5. While your voice gives meaning through the aural channel, your body conveys meaning through the visual. You can use your physical presence before the audience to help create clarity and to convey your commitment to your ideas.

- [i] Explain the main dimensions of nonverbal communication and,  
[ii] Discuss the significance of the nonverbal communication in public speaking.

[25 marks]