

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 2003/2004

September/Oktober 2003

HET 312 - Discourse Analysis

Masa : 3 jam

THIS EXAMINATION PAPER COMPRISES **THREE** PAGES.

Answer FOUR questions.

1. Analyse the following conversational extract:

- C: Good afternoon, Mr. Berg.
B: Oh hello, Mrs. Clint. How are you?
C: I'm very well. I um ah I just wan... I wondered if I could um have a cutting from one of your plants, you know.
B: Oh you're most welcome, m'dear. Which one – you just have to say and you can have any you like 'cause y'know I'd be very happy.
C: Oh thank you that's really great um this you know the the those the bush over there the fuchsia I love those only I can't....
B: Oh but that's very easy I'll set it in for you take 'bout a week – and now any time you wan' anything you just have to say – anything at all.
C: Ah thank you, Mr. Berg, that's really kind – and um I shall come over um 'bout a week's time then, shall I?
B: Yes, you do that.
C: Well uh see you again, Mr. Berg.
B: Yeah, be seein' you.

(Halliday & Hasan 1990 pg 112)

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In your analysis, discuss:

- [i] Turn taking basic regulations
- [ii] The turn types
- [iii] The speech act of each turn

[25 marks]

2. Discuss the notion of register in discourse analysis. Illustrate your answers with specific examples.

[25 marks]

3. Grice's (1975) cooperative principle assumes that people cooperate in the process of communication in order to reduce misunderstandings. In order to comply with this principle, speakers need to follow a number of subprinciples or maxims.

- [i] In your own words, define each of these maxims.
- [ii] Explain with examples, how implicatures can be generated using each of these maxims.

[25 marks]

4. How would you define genre? Analyse the following text in terms of its communicative purpose(s) and generic structure.

Dear Mr. Wood,

Reports from all over the world confirm what we have always known – that the RELIANCE solid tyre is the fulfilment of every car owner's dream.

You will naturally be well aware of the weaknesses of the ordinary air-filled tyre – punctures, outer covers which split under sudden stress, and a tendency to skid on wet road surfaces, to mention only a few of motorists' main complaints. Our RELIANCE tyre enables you to offer your customers a tyre which is beyond criticism in those vital qualities of road-holding and reliability.

We could tell you a lot more about RELIANCE tyres but would prefer you to read the enclosed copies of reports from racing car drivers, test drivers, motor dealers and manufacturers. These reports really speak for themselves.

To encourage you to hold a stock of the new solid RELIANCE, we are pleased to offer you a special discount of 3% on any order received by 31 July.

Yours sincerely,

John Hart.

[25 marks]