

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua  
Sidang Akademik 2001/2002

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**HEK 212 - Oral Communication and Public Speaking in  
English**

Masa : 3 jam

**THIS EXAMINATION PAPER CONTAINS SIX [6] QUESTIONS IN ONE [1] PAGE.**

Answer any **TWO [2]** questions from **Section A** and any **TWO [2]** questions from **Section B**.

**Section A:**

1. "People are egocentric.They pay closest attention to messages that affect their own values, their own beliefs, their own well-being" (Lucas, 1992:73). How would this knowledge affect you as a speaker?
2. What are the four methods of delivering a speech? What are their advantages and disadvantages? Discuss with examples.
3. Discuss, with examples, three methods you can use to avoid abstractions in your informative speech.

**Section B:**

4. What are the characteristics that a speaker should look out for when doing a demographic analysis? Elaborate with examples.
5. What are the four aspects of non-verbal communication you should concentrate on in your speeches?
6. What are the kinds of visual aids you might use and what are the three major advantages of using visual aids in your speeches?

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