

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2001/2002

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HET 322 – Language, Power and Ideology

Masa : 3 jam

THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN THREE [3] PAGES.

Answer **FOUR [4]** questions. Each question is allocated 25 marks.

1. Write brief answers to the following terms:

- [a] Members' Resources
- [b] Ideological Commonsense
- [c] Coercive Power
- [d] Symbolic Power
- [e] Naturalisation

[25 marks]

2. 'Power in discourse' is concerned with discourse as a place where relations of power are actually exercised and enacted.

Discuss.

[25 marks]

3. Discuss with examples the two features of mitigation: Be Indirect and Be Tentative.

[25 marks]

4. Discuss Brown and Gilman's (1972) concepts of 'power semantic' and 'solidarity semantic'.

[25 marks]

...2/-

5. Discuss the relational, expressive and experiential values of words using examples from the following texts.

Text 1

Psychiatric text 1

Deprivation of food, bed, walks in the open air, visitors, mail, or telephone calls; solitary confinement; deprivation of reading or entertainment materials; immobilizing people by tying them into wet sheets and then exhibiting them to staff and other patients; other physical restraints on body movement; drugging the mind against the client's will; incarceration in locked wards; a range of public humiliations such as the prominent posting of alleged intentions to escape or commit suicide, the requirement of public confessions of misconduct or guilt, and public announcements of individual misdeeds and abnormalities.

Psychiatric text 2

Discouraging sick behaviour and encouraging healthy behaviour through the selective granting of rewards; the availability of seclusion, restraints, and closed wards to grant a patient a respite from interaction with others; enabling him to think about his behaviour, to cope with his temptations to elope and succumb to depression, and to develop a sense of security; immobilizing the patient to calm him, satisfy his dependency needs, give the extra nursing attention he values, and enable him to benefit from peer confrontation; placing limits on his acting out; and teaching him that the staff cares.

Text 2

We suspect that industrialists are at the point of realising that they need to do something, but are not sure what that something is. We are not suggesting that industry *becomes voyeuristic about personal problems*, or that it *intrudes unnecessarily into private grief and sorrow!* It would be counterproductive to give the impression that it owns its workforce. Nor are we advocating a return to the nineteenth century *paternalism* of chocolate and soap barons. But their concept of *engaging with their employees as whole persons* is one we cannot ignore.

Text 3

LEFT...AFTER A FASHION

Fashion is propaganda in clothing- it tells you about who people are, what they want to be and their politics. The fashion industry is in constant flux, pumping out new images: street fashions meet haut couture – offspring – high street fashion. With personal politics and style high on the left's political agenda should fashion consciousness become political consciousness, or is it just an excuse for consumerism? What's radical about a radical look?

Left Unlimited is proud to present the first ever left fashion show. The very latest designers from college will present their work, followed by some of the old favourites: Ken Livingstone's flares and Safari jacket; the trotskyite flat top; the workerist donkey jacket and badges; ageing *Marxism Today* Euro chic, and much more.

And on hand will be 'street fashion' editor of *ID* magazine Caryn Franklin; and high fashion designer **Paul Smith**; 'High Street' fashion writer **Angela Stephens** of *Just 17*; commentator **Chris Kirk**, and *City Limits* journalist **Kathy Myers**. Lights, music, a catwalk...and politics.

Text 4

Just 23 vital steps to success

- How to claim your heritage of constant, radiant health
- How to increase your vocabulary
- How to boost your powers of concentration
- How to develop your memory
- How to cultivate positive emotions
- How to develop an attractive voice and clear speech
- How to learn the importance of tact
- How to make yourself valuable to your employer
- How to formulate ideals – the essentials of progress
- How to achieve the goals of maturity
- How to build a successful marriage
- How to communicate effectively
- How to enjoy the treasures of literature
- How to solve your problems
- How to be happy
- How to widen your mental horizons
- How to develop thought-power
- How to develop your imagination
- How to keep busy for creating peace of mind
- How to go the extra mile!
- How to be a better parent
- How to achieve serenity
- How to enrich your life

[25 marks]