

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2000/2001

Februari/Mac 2001

HET 322 – Language, Power and Ideology

Masa : 3 jam

THIS EXAMINATION PAPER CONTAINS **FIVE [5]** QUESTIONS IN **TWO [2]** PAGES.

Answer any **FOUR [4]** of the questions. **All** questions carry equal marks.

1. What is ideology? Relate common sense to ideology and discourse.
[25 marks]
2. Evaluation of communicators is affected by the kinds of language used, as messages are transmitted. Discuss the validity of this claim.
[25 marks]
3. In what way does propaganda differ from scientific analysis? Discuss the seven common propaganda devices and for each give an example to show how emotion overrides reason.
[25 marks]
4. Describe the strategies employed by a speaker to remain in control of the structure of the talk exchange, its content and the evaluation of the content.
[25 marks]

...2/-

5. "What is said" and "what is meant" are often contradicted. Discuss this statement in the light of persuasion mechanism and strategies used by politicians when they attempt to appear and sound "credible".

[25 marks]