

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1999/2000

Februari 2000

HEK 211 – Komunikasi Lisan dan Kemahiran Berhujah Dalam Bahasa Inggeris

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS **FIVE** [5] QUESTIONS ON **ONE** [1] PAGE.

Answer any **FOUR** [4] questions.

Each Question Carries 25 marks

1. 'Oral communication is an act by one or more persons of sending and receiving messages that are often *distorted by noise*'. (De Vitto, 1991).

Discuss.

2. 'In order to succeed in speech making, one must acquire certain skills and competencies'. (Gronbeck, 1994).

Discuss the basic skills and competencies needed in successful speech making.

3. Knowing the demographic and psychological profiles of your audience will help you adapt your speech according to their needs and interests.

Discuss.

4. Before making any speeches, you need to think and act strategically through the decisions you have to make as you prepare your speech.

Discuss the essential steps involved in planning and preparing speeches.

5. Speaking in a language that the audience understands is crucial to success in public speaking.

Discuss the essential elements involved in making the effective word choices in speeches.