

UNIVERSITY OF SWAZILAND

MAIN EXAMINATION PAPER 2012/ 2013

TITLE OF PAPER: ACADEMIC COMMUNICATION SKILLS: ENGLISH FOR
ACADEMIC PURPOSES (EAP)

COURSE NUMBER: ACS 102

TIME ALLOWED: 2 HOURS

- INSTRUCTIONS:
- 1. Write the name of your Faculty and Programme at the top of the cover of the answer folder.**
 2. Answer both questions.

THIS EXAMINATION PAPER CONSISTS OF SEVEN (7) PAGES INCLUDING THE
COVER PAGE

THIS EXAMINATION PAPER IS NOT TO BE OPENED UNTIL PERMISSION IS
GIVEN BY THE INVIGILATOR

Question 1: Reading Comprehension (50 Marks)

(ACS 102 M)

Read the passage below and answer the questions that follow.

Go on advertisers, surprise us

Colleen Lowe Morna (undated) and Michelle Wilkinson 2009

- 1 Dad comes home tired. He **saunters** into the kitchen where Mum has been cooking a sumptuous dinner. The family tucks into a wholesome meal. We are all convinced that it must be that brand of cooking oil that is key to domestic bliss. The perfect family. The perfect **myth**?
- 2 What if Mum and Dad came home from work together? They both roll up their sleeves and cook dinner. Dad washes the dishes and Mum helps the kids with their homework. They both beam with satisfaction. Would we be any less shocked? Would we be any less convinced about that brand of cooking oil? Has the advertising industry ever asked these questions?
- 3 One suspects not. Stereotypes tend to feed on stereotypes, creating a vicious circle of **impoverished thinking**. Close your eyes and think of the recent advertisement you've seen and heard. There's the stock Stork margarine advert of Mum cooking for the whole neighbourhood and loving herself for doing so. We are now all familiar with the Vodacom advert of the man who has left his nagging wife and is basking in the company of a young woman as he listens to the monotonous voice-mail message from his wife: "pack your bags and go" and Telkom's call more time advert in which little girls learn the craft of chatting on the phone. And there is Santan, whose insurance provisions are so generous that you can even insure your wife against driving your car – never mind the fact that far more men than women are involved in car accidents.
- 4 To quote a recent preliminary survey on gender and advertising, by Cloe Harddy and Zohra Kan of the Commission on Gender Equity (CGE):

4 To quote a recent preliminary survey on gender and advertising, by Cloe Harddy and Zohra Kan of the Commission on Gender Equity (CGE):

- Fewer men than women are portrayed in adverts.
- Women are portrayed as mothers and homemakers.
- Elderly women never appear and disabled women are non-existent.
- Men and women are portrayed as being at war with each other.

5. The issue of gender stereotyping in advertising may seem trivial compared to some of society's more serious problems. This is especially true when we are discussing fashion and cosmetics. However, stereotyping can actually have very negative consequences. One study of gender bias in medical advertising found that physicians may be influenced by how men and women "patients" are portrayed in the ads in medical journals.

6. First of all, women continue to be underrepresented in the ads. Second, women tend to look younger than the men, which implies, that older women are unimportant or non-existent. In addition, the men look "serious," according to the research participants, while the women look "**pleasant.**" The inference is that women's symptoms are to be taken less seriously than men's. Since cardiovascular disease, as one example, is the primary cause of death in this country for both men and women, even **subtle** negative messages about the nature of women patients can be hazardous for their health. A casual examination of medical journals devoted to women (e.g., *The Female Patient*) indicates that a major category of advertisements is for psychotropic drugs such as Valium and Prozac. The implication may be that women's complaints are essentially psychological in origin, which precludes the necessity for laboratory testing or medical treatment.

7. One of the most serious consequences of the influence of stereotypes is that as a member of a society, a person may actually accept its beliefs about masculinity and femininity and incorporate those beliefs as important elements in his or her own self-concept. If that person's traits and characteristics fail to meet the **social ideal**, the result is frequently low self-esteem and sometimes even depression.

8. In advertising, male voice-overs are more frequently male than female. The implication is that the male voice is more authoritative and credible even for household products than the female voice. Thus, it is clear that advertising conveys messages about the nature of men and women in both open and subtle ways. While in recent years there have been some changes, probably in order to avoid alienating potential customers, traditional stereotypes are still used extensively.

9. The advertising industry has become so influential in educating people about how to behave and dress that it is being called upon to solve major social problems such as substance abuse and the transmission of AIDS. At the same time that the field is being asked to respond to social challenges, fashion models (both male and female) have become the new celebrities.

Questions

1. a) Give another title to this passage.
b) In one sentence explain the reason for your choice [4 Marks]

2. Which of the following scenes described in the passage is NOT an example of the stereotyping of women and girls? [3 Marks]
 - a) The happy family tucks into a meal prepared by Mom.
 - b) Mom and Dad share cooking.
 - c) Mom cooks for the whole neighborhood.
 - d) A nagging wife sends ugly messages to her husband's voice mail.

3. Which of the following is NOT one of several common generalizations about women referred to in this passage? [3 Marks]
 - a) Women are primarily homemakers
 - b) Wives nag their husbands
 - c) Women are bad drivers.
 - d) Women are silent and thoughtful.

4. Which of the following is a fact? [3 Marks]
- a) Men and women are at war with each other.
 - b) Women talk more than men
 - c) CGE research showed that adverts do not portray elderly or disabled women.
 - d) Women are poor drivers.
5. Indicate whether each of the following statements is True or False [6 Marks]
- a) Men advertise better than women
 - b) Men have more authority than women
 - c) Advertising uses subtle ways to convey societal beliefs about men and women
6. What does the statement "stereotypes tend to feed on stereotypes" mean? [6Marks]
7. a) Why are women portrayed as 'pleasant' ?
b) Explain how this view may affect the way how they are treated in health care centres. [8 Marks]
8. In paragraph 5 why is the word patient in inverted commas? [4 Marks]
9. What does "this" in paragraph 5 refer to? [3 Marks]
10. In your own words, explain the meaning of each of the following words/expressions as used in the passage. [2 Marks each]
- i) myth (para.1)
 - ii) saunters (para.1
 - iii) subtle (para.6)
 - iv) impoverished thinking (para.3)
 - v) social ideal (para.7)

ACS (M)

QUESTION 2: SUMMARY

In not more than 100 words, summarize the passage about the effects of food on sleep.

HOW YOU SLEEP IS WHAT YOU EAT

Are you having problems feeling sleepy when you want to be alert and vice-versa? Perhaps you need to look at your diet, as it may be the culprit. The brain's state of sleepiness or alertness, calmness or anxiousness is said to be determined by the messengers in the body called neurotransmitters.

One of these which is called serotonin helps us feel calm and relaxed. Researchers have found that eating large amounts of carbohydrate foods, such as sweets, potatoes and grain products increases brain levels of serotonin. High-protein meals or snacks, consisting mostly of meat, on the other hand, tend to cause brain levels of serotonin to remain low.

A French study that varied the amount of carbohydrate fed to subjects found that an intake of carbohydrate with an equal serving of protein products did not cause drowsiness. But when very large amounts of carbohydrate were provided without protein, subjects reported feeling drowsy. This drowsiness occurred even after exercise, which normally causes people to feel more alert.

We can take advantage of these findings to determine when to stay alert or to get some sleep. A snack that is largely carbohydrate-based may relax us and make it easier for us to fall asleep. On the other hand, when you are trying to stay awake, a balanced meal that includes protein (meat, chicken, fish, dairy products or dried beans) as well as modest portions of grains, vegetables and fruit is more likely to help than loading up on a huge platter of meatless pasta.

Some experiments suggest that the effects may vary depending on the particular carbohydrate foods chosen. The ability of carbohydrates to increase brain serotonin involves a rise in insulin levels in the blood when carbohydrate is eaten. Large carbohydrate portions, or those that cause a

Nevertheless, when it comes to getting a good night's sleep, studies clearly show that it is more than just what we eat. Some people are very sensitive to caffeine in coffee, tannin in tea and even to soda pops, even when it is consumed as early as 5.00 p.m. Other people find that the key to a good night's sleep lies in establishing a routine pattern of pre-bedtime behaviors, keeping a consistent bedtime, getting regular exercise, and learning relaxation techniques. If you are extremely sleepy throughout the day, check the eating patterns. Do not try to compensate for lack of sleep at night by eating protein and scraping by on caffeine; adequate sleep is essential.

Adapted from: <http://www.englishdaily626.com>