

UNIVERSITY OF SWAZILAND
DEPARTMENT OF ACADEMIC COMMUNICATION SKILLS
SECOND SEMESTER SUPPLEMENTARY EXAMINATION, JULY 2015

TITLE OF PAPER: ACADEMIC COMMUNICATION SKILLS:
ENGLISH FOR SPECIFIC PURPOSES (ESP)
COURSE CODE : ACS 103
TIME ALLOWED : 3 (THREE) HOURS

- INSTRUCTIONS:**
1. Write the name of your Faculty and Programme on the cover of your answer booklet
 2. Answer **TWO** questions, one from each section.
 3. This paper consists of **5** printed pages, including the cover page.

THIS EXAMINATION PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

SECTION A – ESSAY WRITING**[60 MARKS]**

Choose **ONE** question in this section.

Write an essay of about 400 words (1 ½ pages) on **ONE** of the following topics:

QUESTION 1

- a) Tourism can be both a blessing and a curse. Discuss the measures that could be put in place to ensure that tourism is mostly beneficial to a country.
- b) Formal educational credentials should be the most important factor in hiring professionals. Discuss this view.
- c) Differences between countries become less evident each year. Nowadays people in the world share the same fashion, advertisements, eating habits and TV channels.

Making close reference to the excerpts below, analyse **either** the advantages **or** disadvantages of globalisation. (Include citations and a reference / bibliography page).

EXCERPT 1

Globalisation is creating a universal culture. A close observation has shown that many aspects of culture are becoming increasingly similar across nations. However, it can be said that globalisation has benefits and limitations. For example, the globalisation of fashion, eating habits and TV channels has come with several benefits. An obvious benefit is that there is a wide range of choices of products open including the latest fashion trends or the global brand products such as IBM computers and Nokia mobile phones. A further positive aspect of this trend is that people can enjoy more types of delicious cuisines around the world. An increase in understanding among nations is the third argument in favour of globalisation. As a result of this understanding, there is a possibility of less culture shock for immigrants and less dispute between states.

On the other hand, despite the advantages, globalisation of culture has its own limitations. Due to the interesting commercials on TV, and the presence of chains of fast food restaurants in malls, junk food has become more popular, leading to many health problems, especially in children. In addition, the world's top brand of clothes has created a large share of markets creating the impression that people

enjoy the Western style of dress, films, music and game shows. This trend of imitating western dress code, fashion and entertainment has the limitation of making people lose their cultural identity.

In conclusion, it is evident that the limitations of globalisation far outweigh its benefits. [Nheaynung 18, November 2011]

Adapted from: <http://ielts-simon.com/ielts-and-english-pr/2011/07/ielts-writing>

EXCERPT 2

With the arrival of technology people increasingly “follow” each other in various ways from watching TV to grooming. There is no doubt that this affects communities adversely because of the existing differences between them. At the same time, it can be said that people enjoy the positive aspects of technology. But I think people can enjoy from its positive effects.

However, homogeneity may breed conflict. For example, watching a commercial that encourages a poor person to develop a desire to own an unaffordable car makes people develop a materialistic attitude, given that to achieve this goal a person might commit crime in order to satisfy the desire to own what one cannot afford. Furthermore, people’s needs are not the same in different parts of the world. While education might be the immediate need for a society in the third world, following fashion or enjoying holidays abroad may be a need for a person in the western society.

It is extremely important to realise that homogeneity, closeness and globalisation help people to improve their lives. Virtually there are instances where imitation of others has changed the world for the better. For example, adopting the western dress code can save money for those for whom traditional clothing is elaborate and complicated to make. Similarly, adopting food cultures of other countries has successfully eliminated malnutrition and helped people improve their health.

Therefore it seems that while closeness and universality may appear unpleasant initially, being optimistic about its long term effects may be beneficial. [Amad, 27 July 2011]

Adapted from: <http://ielts-simon.com/ielts-and-english-pr/2011/07/ielts-writing>