



UNIVERSITI KEBANGSAAN MALAYSIA
The National University of Malaysia

PEPERIKSAAN AKHIR
FINAL EXAMINATION
SEMESTER I SESI AKADEMIK 2023 - 2024
SEMESTER I ACADEMIC SESSION 2023 - 2024
IJAZAH SARJANA MUDA DENGAN KEPUJIAN
BACHELORS DEGREE WITH HONOURS

JANUARI/FEBRUARI 2024
JANUARY/FEBRUARY 2024

MASA : 2 JAM
TIME : 2 HOURS

KOD KURSUS : **LMCE1062 | LMCE1012**
COURSE CODE : *LMCE1062 | LMCE1012*

TAJUK KURSUS : **ACADEMIC INTERACTIONS | ACADEMIC COMMUNICATION I**
COURSE TITLE : *ACADEMIC INTERACTIONS | ACADEMIC COMMUNICATION I*

ARAHAN : 1. Kertas soalan ini mempunyai tiga (3) Bahagian iaitu Bahagian A, Bahagian B, dan Bahagian C.
INSTRUCTION : *This paper consists of three (3) Parts: Part A, Part B, and Part C.*

2. Jawab SEMUA soalan Bahagian A, Bahagian B, dan Bahagian C dalam ruangan yang disediakan.
Answer ALL questions in Part A, Part B, and Part C in the space provided.

3. Jumlah markah keseluruhan kertas ini ialah 48 markah.
The total marks for this paper is 48 marks.

4. Kertas soalan tidak dibenarkan dibawa keluar dari Dewan Peperiksaan.
The exam paper is not allowed to be taken out from the Examination Hall.

No. Pendaftaran : _____
Matric No.
 Set : _____

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(dengan perkataan)/in words

Kertas soalan ini mengandungi 8 muka surat bercetak, tidak termasuk muka surat ini.
This question paper consists of 8 printed page(s), excluding this page.



CERTIFIED TO ISO 9001:2015

CERT. NO. QMS 01100

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PART A (15 marks)

Instruction: Read the article below and identify the main ideas and supporting details in each paragraph.

Place Branding

1. The travel and tourism industry contributes \$6 trillion to global Gross Domestic Product (GDP), almost as much as banking. With the industry still growing, it is not surprising that many countries are spending tens of millions of dollars trying to increase their share of the prize. Over the decades, we can see many countries that have taken multiple steps to promote themselves, with some of them seeing notable successes.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

2. One traditional approach has been to use rebranding campaigns, with logos and slogans to create a fresh new image for the country. Perhaps most famously, in the 1980s, Spain managed to transform itself into the world's eighth largest tourist economy with its 'Everything under the sun' campaign, which emphasised its variety of attractions. The campaign focused on Spain's hot and sunny beaches, art, culture and food. Similarly, in the 1990s, the 'Scotland the brand' campaign resulted in a 200% rise in cultural exports like food and drink.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

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c. Supporting Detail 2:

(1 mark)

3. However, tourist authorities have not always found it easy to impose a brand on a country. The ‘Cool Britannia’ brand message of the mid-1990s was soon ridiculed in the British media as it didn't reflect important, traditional values. Similarly, Las Vegas failed to rebrand in the 1990s when it created its ‘anything and everything’ message to try and attract a range of tourist including families to the world's party capital. Tourist authorities in both places were quickly forced to change their advertising to reflect more popular views of the destinations.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

4. In fact, in the modern world, it is becoming increasingly difficult for authorities to control the brand of destinations. The growing number of travel bloggers, reviewers, and social media users all contribute their own views of destinations. Similarly, cultural products like films and music, which creates vivid images of places, are exchanged on the growing scale. Comparatively bland advertising slogans fail to compete with the rising tide of information. For example, the ‘South Korea—Sparkling’ and the ‘Soul of Asia’ advertising messages have certainly made less impact on the national brand than the country's ‘K-pop’ music genre.

a. Main Idea:

(1 mark)

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b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

5. This does not mean that public spending on tourist promotion is wasted. Consequently, many countries now promote themselves through popular blogs or travel websites and create adverts that connect with trending topics. For example, when, on one day in 2012, an ancient Mayan prediction led nervous internet users to worry that the world was about to end, the Australian government placed a clever advert on the web. It said: ‘tomorrow has already arrived in Australia’, reminding people where to go for sanity and calm.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

PART B (15 marks)

Instruction: Read the article below and identify the main ideas and supporting details in each paragraph.

Trust Me, I'm a Scientist!

1. Trust in scientists seems to be decreasing since 2005. The percentage of Europeans who trust in science has declined from 78% to 66%, while among conservative Americans, trust in science has declined by 13% since the 1970 to 35%. The decrease of trust in scientific institutions has manifested in scepticism towards established scientific findings. How do we explain this trend?

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

2. Are we right to not trust in science? The answer is, no. Over the last century the world has made huge advances in life expectancy and wealth and this is largely due to scientists. They have discovered cures to some of the world's most dangerous diseases like smallpox, and how to modify crops to prevent crop failures. Such discoveries have far-reaching consequences. They save lives, especially among children, and so families then choose to have fewer children and invest more money in educating them. Populations then become more skilled and economies grow. In short, we have progress. It is surprising then that scientists today face such criticism, but there are a number of reasons why people still doubt science.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

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c. Supporting Detail 2:

(1 mark)

3. The first reason is that science is becoming political. In his research, Dan Kahan of Yale University discovered that people's willingness to accept climate change depended on their view of the world. People who believed strongly in individual freedom tended to disagree with the science, whereas people who believed strongly in community were more than happy to accept scientists' warnings. This is probably because climate scientists often recommend government control or collective action, which challenge individual freedom.

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)

4. The second reason is that conspiracy theorists who believe that scientists are trying to make money are partly right. An increasing amount of research is indeed supported by companies who will often sign contracts with scientists that allow them to view results before they are published. Surveys have proved that the public is not only aware of such practices but that these contracts have weakened their trust in science. However, while money may lead to bias in some research, it would be unlikely to affect all of it. Why then, when a majority of scientists agree we should do something, do we still doubt them?

a. Main Idea:

(1 mark)

b. Supporting Detail 1:

(1 mark)

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c. Supporting Detail 2:

(1 mark)

5. There is perhaps a psychological explanation which a recent example will illustrate. In 1998, there was a report that suggested a link between a vaccine (for the disease measles) and autism in children. Subsequent research found no proof for the link but, despite this fact, rates of immunisation began to fall—resulting in the first rise in measles cases for decades. It seems that sometimes humans are happy to reject the beliefs of the majority and accept the claims of a few, especially when the minority view causes people to worry.

a. Main Idea:

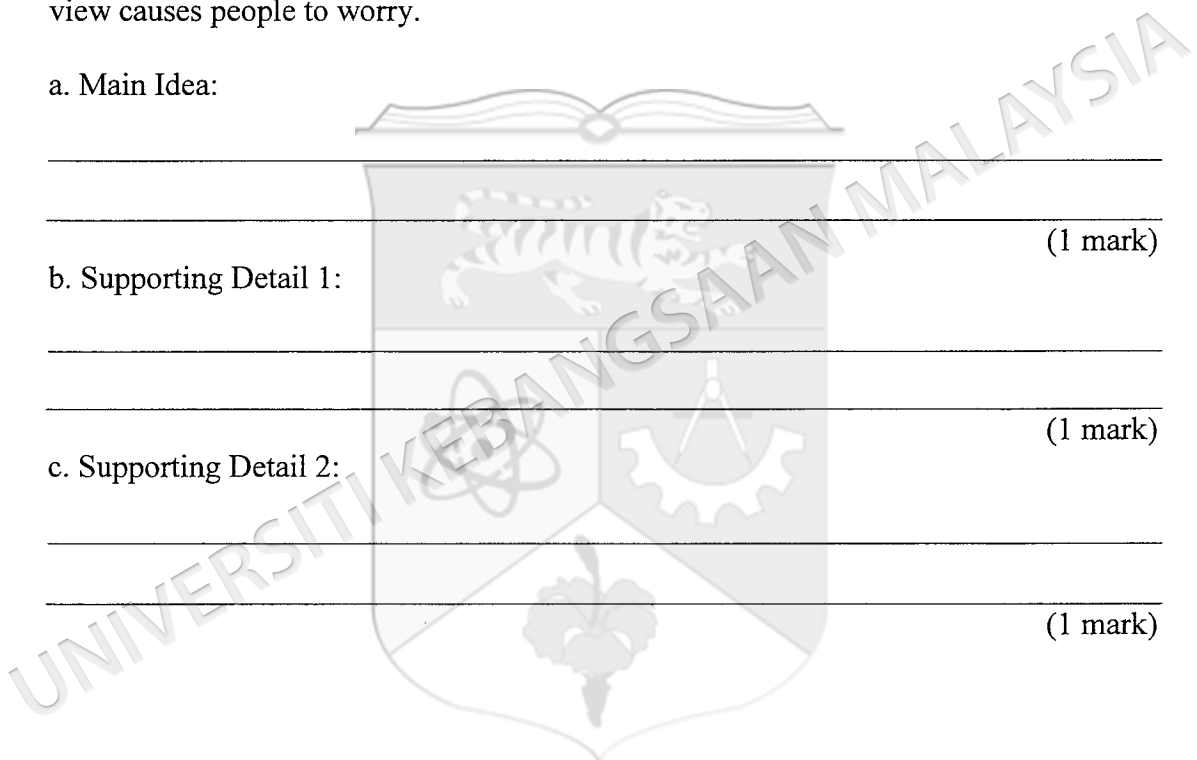
(1 mark)

b. Supporting Detail 1:

(1 mark)

c. Supporting Detail 2:

(1 mark)



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PART C (18 marks)

Instruction: Paraphrase the paragraphs below without changing the original meaning.

1. The travel and tourism industry contributes \$6 trillion to global Gross Domestic Product (GDP), almost as much as banking. With the industry still growing, it is not surprising that many countries are spending tens of millions of dollars trying to increase their share of the prize.

Paraphrased Version:

(3 marks)

2. Rebranding campaigns use logos and slogans to create a fresh new image for the country. Perhaps most famously, in the 1980s, Spain managed to transform itself into the world's eighth largest tourist economy with its 'Everything under the sun' campaign, which emphasised its variety of attractions.

Paraphrased Version:

(3 marks)

3. The growing number of travel bloggers, reviewers, and social media users all contribute their own views of destinations. Similarly, cultural products like films and music, which creates vivid images of places, are exchanged on the growing scale.

Paraphrased Version:

(3 marks)

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4. Trust in scientists seems to be decreasing since 2005. The percentage of Europeans who trust in science has declined from 78% to 66%, while among conservative Americans, trust in science has declined by 13% since the 1970 to 35%.

Paraphrased Version:

(3 marks)

5. Over the last century the world has made huge advances in life expectancy and wealth and this is largely due to scientists. They have discovered cures to some of the world's most dangerous diseases like smallpox, and how to modify crops to prevent crop failures.

Paraphrased Version:

(3 marks)

6. People's willingness to accept climate change depended on their view of the world. People who believed strongly in individual freedom tended to disagree with the science, whereas people who believed strongly in community were more than happy to accept scientists' warnings.

Paraphrased Version:

(3 marks)

'GOOD LUCK'