



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4305: PUBLIC OPINION AND PERSUASION**

END OF SEMESTER EXAMINATIONS

**SERIES: APRIL 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Identify and discuss any **FOUR** philosophies that have direct impact on public opinion. **(20 marks)**
- b) Explain how 'news bulletins' influence 'opinion formation'. **(10 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Discuss the role of 'advertising' in persuasion and attitude change. **(20 marks)**

### QUESTION 3

Discuss how 'demographic analysis' could be applied to sway public opinion. **(20 marks)**

### QUESTION 4

- a) Explain any **THREE** procedures and processes which one could use to study public opinion. **(12 marks)**
- b) Describe the relationship between 'mass communication' and 'mass opinion'. **(8 marks)**

### QUESTION 5

Examine the relationship between 'politics' and the 'media'. Discuss any **FOUR** factors that influence the political positions resulting from media influence. **(20 marks)**