



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4305: PUBLIC OPINION AND PERSUASION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a
- i Explain what you understand in the term 'propaganda' (2 marks)
 - ii Identify two types of opinion leaders (8 marks)
 - iii Explain four traits for each of the opinion leaders identified above. (8mks)
- b
- i Use examples to illustrate how media dependency theory shapes people's opinion (8 marks)
 - ii Describe any FOUR types of persuasive messages that are likely to appeal to people to an extent of making them adopt the advocated behavior. (8 marks)

Question TWO

While citing relevant examples, describe any FIVE factors that influence persuasion in communication.

(20 marks)

Question THREE

Discuss any FIVE ethical concerns that one should put in consideration while creating persuasive messages.

(20 marks)

Question FOUR

Use illustrations to explain how you would apply FIVE persuasive message techniques. (20 marks)

Question FIVE

Use illustrations to demonstrate FIVE factors that may contribute to lack of appeal in messages.

(20 marks)