



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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## 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)