



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

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)**