



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
(BJMC IV)

BMC 4305: PUBLIC OPINION AND PERSUASION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Describe the ‘opinion trend’ as cited from the Kenyan media. **(20 marks)**
- b) Explain the theory of media influence. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss how ‘public opinion’ could be viewed as a communication process. **(20 marks)**

QUESTION 3

Discuss the strength of the 'propaganda' model in shaping public opinions.

(20 marks)

QUESTION 4

Explain how 'democracies could enhance the following:

- a) Citizen participation
- b) Decision making
- c) Direct democracy
- d) Capitalism.

(20 marks)

QUESTION 5

Discuss any **FIVE** factors that influence the relationship between 'governance' and 'public opinion'.

(20 marks)