



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 Use two examples to explain how events form “public opinion”.
(8marks)
- ii Describe any **FOUR** traits of opinion shapers. (8 marks)
- b i Explain what you understand by the term ‘persuasion’ (4 marks)
- ii Outline any **SIX** relationship aspects between ‘Mass Communication’
and ‘Public Opinion’. (10 marks)

Question TWO

‘The Agenda setting function of the media is a big influence on shaping opinion’. While citing relevant

example discuss this statement.

(20 marks)

Question THREE

The student leaders of the Technical University of Mombasa are organizing an event to sensitize the students against Drug and Substance Abuse. Discuss any FIVE persuasion techniques you would advise the student leaders to use for them to achieve maximum persuasion. (20 marks)

Question FOUR

Discuss any FIVE factors revealed in persuasion research that support how people are persuaded to adopt certain positions. (20 marks)

Question FIVE

Discuss how you would apply any FIVE types of 'propaganda' techniques that can be used to shape opinion(s). (20 marks)