



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:DECEMBER2016

TIME:2HOURS

DATE:Pick DateDecember 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. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1. (a) Highlight TWO characteristics of a majority publics (2mks)
- (b) Explain THREE factors to consider when developing an article for the OP-Ed pages for public consumption. (6mks)
- (c) Explain THREE benefits of taking an opinion poll concerning a public issue affecting society. (6mks)
- (d) Explain THREE disadvantages of polls as a source of information. (6mks)
- (e) Elaborate THREE values of group influence on a public debate. (6mks)
- (f) Explain TWO importance of measuring public support on an issue. (4mks)

Section B

Question TWO

The response from the public about an issue on public debate is key in determining audiences' views. Giving relevant examples, discuss FIVE methods of monitoring and evaluating feedback from the public. (20mks)

Question THREE

The media plays an important role in influencing public opinion. Giving relevant examples discuss FIVE ways in which the mass media influences public opinion. (20mks).

Question FOUR

An effective speaker influences the opinion of the public on an issue by using verbal and non-verbal forms of communication. Giving relevant examples, discuss FIVE types of non-verbal signals and how each can be used in enhancing persuasiveness of a message. (20mks)

Question FIVE

Good orators are expected to convince the audience to agree with his/ her views on an issue. Giving relevant examples, discuss FIVE persuasive techniques that can be used by public speakers to influence public opinion. (20mks)