



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) 1. (a) Define the term public opinion. (2mks)
- (b) Explain the term “public sphere” as used in public opinion discussions. (2mks)
- (c) Explain THREE disadvantages of polling as a method of acquiring views about an issue from the public. (6mks)
- (d) Elaborate THREE factors that influence attitude change among audiences. (6mks)
- (e) Explain THREE factors to consider when generating development campaigns whose messages are persuasive. (6mks)
- (f) (f) Elaborate THREE types of credibility that a given audience may have about a speaker expressing his views in the public sphere. (6mks)
- (g) Highlight TWO effects of propaganda on dissemination of public messages. (2mks)

Section B

Question TWO

To convince the public to agree with a particular view, it is necessary for the speaker to convince the audience. Giving relevant examples, discuss FIVE persuasive techniques you can use to achieve this. (20mks)

Question THREE

The media, as one of the main opinion shapers in society, tells us what to think, and when to think. Basing your argument on Persuasion Theory principles, discuss the media's role in influencing the public's views on an issue. (20mks).

Question FOUR

One of the ways through which one determines audiences' views about an issue is through monitoring and evaluation. Giving relevant examples, discuss FIVE techniques of monitoring and evaluating the public's view about an issue of your choice. (20mks)

Question FIVE

Giving relevant examples, discuss five ethical factors to consider when developing persuasive messages for public consumption. (20mks)