

Question TWO

Discuss any FIVE 'persuasive message' techniques. (20 marks)

Question THREE

Discuss any FIVE factors that contribute to lack of appeal in messages. (20 marks)

Question FOUR

While citing relevant examples, discuss any FIVE factors that influence persuasion in communication. (20 marks)

Question FIVE

Discuss any FIVE ethical concerns that one should put in consideration while creating persuasive messages. (20 marks)