

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

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES:SEPT. 2017

TIME:2HOURS

DATE:Pick DateSep2017

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

a	i	Briefly explain what you understand in the term 'propaganda'		
			(4 marks)	
	ii	Identify and explain any FOUR traits of each of the two types of	plain any FOUR traits of each of the two types of opinion	
		leaders.	(10 marks)	
b	i	Explain how the Media Dependency theory is believed to shape p	in how the Media Dependency theory is believed to shape people's	
		opinion.	(8 marks)	
	ii	Describe any FOUR types of persuasive messages that are likely appeal to people		
		to an extent of making them adopt advocated behavior.	(8 marks)	

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)