



# 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: AUGUST 2019**

**TIME: 2 HOURS**

**DATE:** Pick Date Aug 2019

## 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 Briefly explain how 'events' form public opinion. (8 marks)
- ii Describe any FOUR traits of opinion shapers. (8 marks)
- b i Explain what you understand in the term 'persuasion' (4 marks)
- ii Outline any FIVE relationship aspects between 'Mass Communication' and 'Public Opinion'. (10 marks)

### **Question TWO**

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

### **Question THREE**

Using relevant examples, discuss any FIVE factors that support how people are persuaded to adopt certain positions. (20 marks)

### **Question FOUR**

The student leaders of the Technical University of Mombasa are organizing an event to sensitize the students against Exam cheating in institutions of higher learning. Discuss any FIVE persuasion techniques you would advise the student leaders to use for them to achieve maximum persuasion. (20 marks)

### **Question FIVE**

‘The Agenda setting function of the media is a big influence on shaping opinion’. While citing relevant political examples in Kenya, discuss this statement. (20 marks)