



# 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 what you understand in the term 'propaganda' (4 marks)
- ii    Identify and explain 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 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 you would use to win in any campaign.  
(20 marks)

### **Question THREE**

You have launched a product in the market. However it fails to be adopted by the consumers. Discuss any FIVE factors that could have contributed to lack the of appeal in the messages for the product.  
(20 marks)

### **Question FOUR**

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

### **Question FIVE**

Discuss any FIVE types of messaging that may appeal to people in a certain locale or location..  
(20 marks)