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**TECHNICAL UNIVERSITY OF MOMBASA**

School of Humanities and Social Sciences

Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4305: PUBLIC OPINION AND PERSUASION

END OF SEMESTER EXAMINATION

**SERIES:** DECEMBER 2024

**TIME:** 2HOURS

**DATE:** Pick Date Dec 2024

**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.**

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**Question ONE**

1. (a) Explain THREE ways through which social action can be utilized to bring change to an issue affecting the society. (6 marks)
- (b) Elaborate THREE factors that influence communication styles in persuasion. (6 marks)
- (c) Outline THREE ways cultural beliefs or values hinders effectiveness of persuasive messages. (6 marks)
- (d) Analyze THREE challenges of interpersonal persuasion (6 marks)
- (e) Briefly explain how you can use THREE types of appeals to strengthen persuasiveness of information. (6 marks)

## **Section B: Answer TWO Questions**

### **Question TWO**

The ongoing vote of impeachment of the Deputy President of Kenya, Hon. Rigathi Gachagua – and subsequent nomination of Hon. Prof. Kithure Kindiki to replace him sparked heated debates by the public on various communication platforms. Discuss FIVE importance of public opinion in promoting democracy in Kenya. (20 marks)

### **Question THREE**

Communication experts state that nonverbal signals form 70% of our communication. Giving relevant examples, discuss how one can utilize FIVE non- verbal signals to enrich persuasiveness of information. (20 marks)

### **Question FOUR**

Responsibility to the public by those influencing opinions of the masses demands that, public utterances by leaders should be guided by a framework. Giving relevant examples, discuss FIVE ethical considerations in persuasive communication to be observed in such a scenario. (20 marks)

### **Question FIVE**

One of the challenges of persuading the public to take a particular position on an issue based on facts can be attributed to the notion that “majority wins”. Giving relevant examples, analyze FIVE characteristics of groupthink. (20 marks)