



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM & MASS COMMUNICATION
BACHELOR OF BROADCAST JOURNALISM
HBJ/HMC 4305 : PUBLIC OPINION & PERSUASION
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

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 1 - (COMPULSORY)

a) Explain

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|-------------------------|-----------|
| i) Public Opinion | (2 marks) |
| ii) Inclusive Language | (2 marks) |
| iii) Exclusive language | (2 marks) |
| iv) Attitude | (2 marks) |
| v) Framing | (2 marks) |

b) Explain FIVE propaganda techniques Mention. (10 marks)

- c) Distinguish between connotative and denotative functions. (5 marks)
- d) Explain the theory of cognitive dissonance (5 marks)

QUESTION 2

Discuss Agenda Setting Theory and demonstrate you can apply it as a manager of a popular Radio Station in Kwale to influence the public in the protection of forests and the environment at large in this era of climate change impacts. (20 marks)

QUESTION 3

You have been invited by your former High School Principal to deliver a motivational speech to Form Three streams. He/she regards you as a role model (as an alumnus) and the Principal therefore has suggested to focus more on self-discipline and time management, which appears to have deteriorated over the last two years. Write a two-page persuasive speech that you would deliver to students who would be seated in the school Assembly Hall on a cool Saturday mid-morning. (Assume the Principal and the teachers for Form 3s would be present during your address. (20 marks)

QUESTION 4

- (a) Think of the most memorable speech of a prominent person you have ever listened – be it of a politician, an artiste, a religious leader or other professional.
 - (i) Describe the person briefly and the occasion where the speech was delivered. (4 marks)
 - (ii) Explain why you think the speech was highly influential/persuasive. (6 marks)
- (b) Explain the role of Likert scale and why it is not a perfect tool in all situations. (10 marks)

QUESTION 5

Discuss SIX main characteristics of Persuasive Communication. (20 marks)