



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4317: PUBLIC OPINION AND PERSUASION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Explain by giving examples how a speaker can persuade his or her audience by using:
 - i) Ethos (Ethical Appeal) **(5 marks)**
 - ii) Logos (Logical Appeal) **(5 marks)**
 - iii) Pathos (Emotional Appeal) **(5 marks)**
- b) Describe the strengths and weaknesses sample surveys. **(5 marks)**
- c) Explain how attitudes are formed. **(5 marks)**
- d) Explain how attitudes influences behaviour. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Discuss public opinion polling and why it is important. **(10 marks)**
- b) Explain in detail how public opinion is measured. **(10 marks)**

QUESTION 3

- a) Name and discuss the **THREE** phases of Ethical persuasion. **(10 marks)**
- b) Describe the processes involved in effective interpersonal persuasion. **(10 marks)**

QUESTION 4

- a) Explain how public opinion changes over time. **(10 marks)**
- b) Explain and give examples of how mass media manipulates public opinion. **(10 marks)**

QUESTION 5

- a) Describe the channels of communication in the formation of public opinion. **(10 marks)**
- b) Describe **ONE** instance in which you were misled by non verbal cues. **(10 marks)**