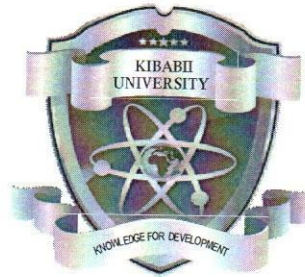


3.5



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 324

COURSE TITLE: PERSUASIVE COMMUNICATION

DATE: 6TH OCTOBER, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- i. In your own words, define Persuasive communication. (2 marks)
- ii. Explain any THREE effects of persuasive communication. (6 marks)
- iii. Differentiate between the following terms: (6 marks)
 - Persuasion and argumentation
 - Ethical persuasion and unethical persuasion
 - manipulation and propaganda
- iv. Explain 4 strategies that people use to resist persuasion (8 marks)
- v. Write brief notes on the Cognitive Dissonance theory that seeks to explain attitude and behavior. (5 marks)
- vi. Identify the 6 elements of an argument, according to Toulmin (1958). (3 marks)

QUESTION TWO (20 MARKS)

- i. Explain the role of attitude in persuasion
- ii. Discuss 5 characteristics of attitude that enhance behavior change.

QUESTION THREE (20 MARKS)

Advertisers engage in visual persuasion to gain market for their goods. With 2 local examples, write down the visual arguments carried in the advertisements.

QUESTION FOUR (20 MARKS)

Imagine that your course-mate, Mr. Constant gave a speech on Behavior change for a Healthy Nation, which he feels did not yield the effect he had hoped for and feels it could be about him as a presenter or the message. Share with him in detail:

- i. 5 characteristics of the source that are key to persuasion.
- ii. 5 characteristics of the message which enhance persuasion.

QUESTION FIVE (20 MARKS)

Salespeople use the principles of persuasion to get people to buy their products. Discuss 4 approaches which they use.