



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATION

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 310

COURSE TITLE: PERSUASIVE COMM AND ARGUMENTATION

DATE: 2ND FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

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.

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QUESTION ONE - COMPULSORY (30 MARKS)

- a) Using clear illustrations, differentiate between the following concepts in Persuasion and Argumentation: (16 marks)
- i) Propaganda and Manipulation
Plain-folk appeal and Card-stacking strategy
 - ii) Logos and pathos
 - iii) The Red herring fallacy and The Strawman fallacy
- b) "Attitudes remain a central component of many persuasive communication theories." Discuss the Tripartite Model/approach to the definition of attitude. (10 marks)
- c) State any FOUR characteristics of the source as an element in persuasive communication. (4 marks)

QUESTION TWO (20 MARKS)

There are a number of standard gimmicks that advertisers use to persuade and short circuit logic and rational decision making thereby con the unwary audience. Discuss any 10 such gimmicks.

QUESTION THREE (20 MARKS)

- a) Discuss any SIX factors involved in persuasive communication. (10 marks)
- b) Explain FIVE ethical principles of persuasion. (10 marks)

QUESTION FOUR (20 MARKS)

Discuss persuasion routes in the Elaboration Likelihood Model.

QUESTION FIVE (20 MARKS)

- a) Using clear illustrations in media, examine the FOUR major benefits of persuasion. (12 marks)
- b) Briefly discuss any TWO requirements that must be met when giving evidence in support of your claim in argumentation. (8 marks)

QUESTION SIX (20 MARKS)

Discuss, using clear examples, the *Social Judgment Theory* in persuasive communication.

QUESTION SEVEN (20 MARKS)

Ethics in persuasion cannot be discussed from a single point of view. With this in mind, critically discuss any FOUR perspectives of ethical persuasion.