



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 324

COURSE TITLE: PERSUASIVE COMMUNICATION

DATE: 19TH JANUARY, 2022

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)

- (a) In your own words, define Persuasion. (2 marks)
- (b) Explain any THREE functions of persuasive communication. (6 marks)
- (c) Define the following rhetoric appeals: (3 marks)
- Logos
 - ethos
 - pathos
- (d) Explain 4 strategies that people use to resist persuasion. (8 marks)
- (e) Describe 4 characteristics of attitude which shape a persuasive message. (8 mks)
- (f) Identify 6 principles of persuasion, according to Robert Cialdini. (3 marks)

QUESTION TWO (20 MARKS)

Imagine that your friend has been invited to give a persuasive speech to a group.

- (i) Explain to him the place of ethics in persuasive communication. (5 marks)
- (ii) Explain 5 reasons why the audience can resist a message. (10 marks)
- (iii) Outline 5 strategies that the audience can use to resist persuasive messages. (5 mks)

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, Ms. Celine gave a speech on the **Dangers of continued use of Mobile telephones**, which she feels did not yield the effect she had hoped for and feels it could be about the receivers or the setting. Share with her in detail:

- (a) 5 characteristics of the receiver that are key in persuasive communication.
- (b) 5 characteristics of the setting which enhance persuasion.

QUESTION FIVE (20 MARKS)

Imagine that you have been tasked to write a persuasive essay on: **A Case for the Freedom of Expression worldwide**. Write a 4 paragraph essay.