



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021 / 2022 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

### **MAIN EXAMINATION**

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

**COURSE CODE: JMC 324 TITLE: PERSUASIVE COMMUNICATION**  
**DATE: 1<sup>ST</sup> SEPTEMBER, 2022 TIME: 2.00 - 4.00PM**

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#### **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 persuasive attempt is more likely to be effective when the communicator is

- i. credible
- ii. knowledgeable
- iii. similar to the target person
- iv. exhibits positive influence
- v. physically attractive

Discuss each of the listed elements, using appropriate examples, on how to become a successful public figure through persuasive communication.

### **QUESTION TWO 20 MARKS**

Describe how the format of a persuasive message is likely to be influenced by the following aspects:

- a) Delivered face to face (10 marks)
- b) Face to face and telephone contact (10 marks)

### **QUESTION THREE 20 MARKS**

What is the role of the following elements of persuasive communication?

- a) The communicator (7 marks)
- b) The message (7 marks)
- c) Audience (6 marks)

### **QUESTION FOUR 20 MARKS**

- a) A message is more likely to be persuasive when it is endorsed by a credible athlete. Why? (10 marks)
- b) Why are bloggers the most important persuaders in the current digital age? (10 marks)