



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION

COURSE CODE: JMC 324

COURSE TITLE: PERSUASIVE COMMUNICATION

DATE: 17TH NOVEMBER, 2022

TIME: 8.00 - 10.00AM

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) Communication is a process involving a number of elements. Explain how they relate to enhance the process. (10 marks)
- b) Identify source characteristics that are key in persuasive communication. (5 marks)
- c) In your own words, define persuasive communication. (2 marks)
- d) Differentiate between persuasion and manipulation. (4 marks)
- e) List 4 benefits of persuasion. (4 marks)
- f) Make brief notes on the Cognitive Dissonance Theory. (5 marks)

QUESTION TWO (20 MARKS)

Identify a local advertisement either on TV/Radio or print media.

- i. Describe the advertisement. (10 marks)
- ii. Explain the following: (10 marks)
 - Identify the target audience
 - what does the advert aim to achieve?
 - What resistance is the advert likely to face? (10 marks)

QUESTION THREE (20 MARKS)

Using knowledge gained from this course, write a persuasive speech on any ONE of the following topics:

- i. Dangers of cell phones
- ii. Ban smoking in public places
- iii. Why breakfast is important

QUESTION FOUR (20 MARKS)

- a) Discuss the importance of resistance to persuasion. (10 marks)
- b) List 5 strategies that one can use to resist persuasion. (10 marks)