



**FreeExams.co.ke**

## **UNIVERSITY EXAMINATIONS**

**2022/2023 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: 9<sup>TH</sup> AUGUST, 2023**

**TIME: 11.00AM - 1.00PM**

---

### **INSTRUCTION TO CANDIDATES**

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

**TIME: 2 Hours**

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) Distinguish between persuasion and manipulation. (2 marks)
- b) Outline 4 benefits of understanding persuasive communication. (4 marks)
- c) The objectives of persuasive communication are to stimulate, convince or call to action. Briefly explain how a journalist can achieve these objectives. (6 marks)
- d) Identify 6 characteristics of attitude. (6 marks)
- e) List 5 strategies that one can use to resist persuasion. (5 marks)
- f) Make brief notes on the Elaborative Likelihood model and identify 2 ways in which it can be applied in persuasive communication. (7 marks)

**QUESTION TWO (20 MARKS)**

Discuss the following and their effects on persuasive communication:

1. Source characteristics
2. Message characteristics
3. Setting characteristics
4. Receiver characteristics

**QUESTION THREE (20 MARKS)**

Using knowledge gained from this course, attempt any one of the following:

Creatively and ethically design a Health promotion campaign

OR

Creatively and ethically design a Road Safety campaign

OR

Creatively and ethically design a Brand Awareness campaign

**QUESTION FOUR (20 MARKS)**

Using Robert Cialdini's six principles of persuasion, show how persuasive communication can be made effective and impactful.