



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 2101: PERSUASIVE COMMUNICATION
END OF SEMESTER EXAM**

Date: Thursday 19th November 2020

Time: 13:30 – 15:30

Instructions

- i) Answer question one and any other two questions in the answer booklet provided.
- ii) Be sure to write your arguments accurately using grammatically correct language.
- iii) Poor expression of thought and language will be penalised.

QUESTION ONE (30 MARKS)

1. Consider the kind of advertising that you are exposed to. Contrast two examples of ethical means of persuasion and two of unethical means. **(6 marks)**
2. How is inoculation theory applied in persuasion during political communication scenarios? **(3 marks)**
3. How is persuasion communication? **(3 marks)**
4. Consider Netflix. What would you consider as their three most persuasive tactics? **(3 marks)**
5. Aristotle's rhetorical triangle is one of the key areas of focus in persuasion. How can an institution like Strathmore apply its use? **(6 marks)**
6. Explain the following concepts in the context of persuasive communication. Use an example for each to clarify your answers. **(6 marks)**
 - a. Persuasion
 - b. Authority
 - c. Pitch
 - d. Halo effect
 - e. Credibility
 - f. Rhetorical canons
7. A consumer is always vulnerable because they are bombarded with different forms of messaging. How can one resist persuasion attempts? Propose three ways to resist social and mainstream media persuasion attempts. **(3 marks)**

QUESTION TWO (15 MARKS)

- i) How does propaganda work? **(2 marks)**
- ii) You are working for a big Pharmaceutical company. Your boss, who is known to be fairly unethical, expects you to come up with some propaganda techniques to sell a drug targeting the youth (17-35). Explain 4 techniques you think she is expecting to see and how they work. **(8marks)**
- iii) Consistency Theory and Elaboration Likelihood model are key theories to consider in Persuasion. Write brief notes on either, and where it may be applied. **(5 marks)**

QUESTION THREE (15 MARKS)

- i) Your family owns a business. The unit “Persuasive Communication” has challenged you to come up with various ideas that can be implemented in your family to grow the business. Detail **four distinct ideas** you have picked for implementation and discuss exactly how they will work to guarantee results. Your introduction should be used to explain what the business is. **(12 marks)**
- ii) Pick any of the ideas above and explain how any persuasive communication theory would help explain its efficacy. **(3 marks)**

QUESTION 4 (15 MARKS)

- i) What is the AIDA model? **(5 marks)**
- ii) Kenyans have a poor reading culture. A new book club has invited you to be its chair and you are considering using certain persuasion tactics that you think would work to promote **reading** amongst members. Detail at least three ideas and how you would proceed to implement them. **(10 marks)**