



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**BAC2101 PERSUASIVE COMMUNICATION**  
**END OF SEMESTER EXAM**

**DATE: 31<sup>st</sup> October 2024**

**TIME: 13:00-15:00**

**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 by removal of **upto 5 marks from the overall score.**

**QUESTION ONE (40 MARKS)**

More and more young people in Africa are opting for farming as a main source of income. A non-profit organization is launching a new campaign to raise awareness about climate change and encourage individuals to adopt sustainable practices. The target audience is a diverse group of young adults aged 18-25.

- i) Help them develop a persuasive communication strategy featuring at least 5 elements. Be sure to give implementable details and examples and show the value of each element. (20 marks)
- ii) “Similar ventures targeted at young people have failed.” Using any 2 theories of persuasive communication, extensively justify this statement. (20 marks)

### **QUESTION TWO (10 marks)**

Speech plays a critical role in persuasive communication. Using examples from Mia Motely's speech in 2021 during the UN Climate Change Conference (COP 26) in Glasgow, United Kingdom, analyse three elements of her speech that qualify it to be a persuasive speech. Use specific examples from her speech to justify your answer.

### **QUESTION THREE (10 marks)**

Several countries in Africa have experienced unrest because they are dissatisfied with how their governments are running their countries. There has been heightened activity on social media as a result, and a lot of propaganda from governments and citizens. You now understand propaganda and its role in situations like this.

- i) Discuss any three propaganda techniques and how they have been used in politics. (6 marks)
- ii) How can individuals resist persuasion? Offer 4 ideas. (4 marks)

### **QUESTION 4 (10 marks)**

Mark Mustafah would like to set up a business in the competitive business environment of his city. Having attended Persuasive Communication Lectures, you would like to encourage him to build his personal brand first and then that of his business.

- i) What is the correlation between his personal brand and his business? (2marks)
- ii) Recommend two major ideas (for each) on how to build persuasive brands - his and the business. (8 marks)