Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 3105: ADVOCACY AND CAMPAIGNS

DATE: 23rd October 2025 **TIME: 16:00-18:00**

Instructions
1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question ONE **(30 marks)**

Read the article below and answer the questions that follow

African, female, with a message online *By Sella Oneko*

Dissolve parliament or act on our petition. That was the essence of a petition to Kenya's Chief Justice David Maraga that made its rounds online. This time, it wasn't the opposition questioning the legality of Kenya's parliament. It was Kenyan women – the underrepresented part of the population. The 52 percent.

Since the most recent parliamentary elections in August 2017, 23 percent of Kenya's parliament is made up of women – for comparison, in Germany it's 30.7 percent. It's a step forward, and not an abysmal result until you look a little more closely. Nearly half of these women were elected as women representatives and Kenya's constitution actually requires that at least one-third of all parliamentarians are women. Moreover, when it comes to women's representation in parliament, Kenya, still lies behind fellow East African countries like Uganda, Rwanda and Tanzania.

For Kenya, the #WeAre52pc campaign is not unusual. Political campaigning happens online as well as offline. Politicians are online, businesses, NGOs, just about everyone who lives in

an urban environment and wants to make a name for themself is on Twitter, Facebook and other social media platforms. "People in power have realized that this is a space that they cannot ignore. So maybe they will not listen every day, but they have a presence and someone on their team will make it known to them that this is an issue," explains Nanjira Sambuli, a digital equality advocate at the Web Foundation which was founded by the World Wide Web inventor Tim Berners-Lee.

The fleeting # campaigns

Hashtag warriors. That's what the people are called who campaign for a cause on Twitter and Facebook, where the message spreads in seconds and sometimes a celebrity or politician gets wind of it. Probably the most famous example was the #BringBackOurGirls campaign, which got the attention it deserved when former US First Lady, Michelle Obama, posed for a photo with the message. It was the most tweeted hashtag to date, but out of the 276 Nigerian school girls who were kidnapped, 113 are still missing.

There were others: the #MeToo hashtag trended worldwide after revelations of sexual harrassment in Hollywood; #MyDressMyChoice, which was picked up by a suburban Kenyan mom's group after a video of a woman being stripped in public because her hemline was allegedly too high, was shared online; or #StopRacismAtPretoriaGirlsHigh, where black school girls protested against the requirement to straighten or tame their natural afro hair.

The campaigns are often short-lived, but they start conversations, catch the attention of leaders or people with the ability to act upon them and they connect people who suddenly realize that they are not alone with their problems. The three men involved in the mini-skirt case actually received the death penalty for their acts – although they are more likely to serve a life sentence.

Questions

a. i. Identify and explain three distinct advocacy tactics used by the advocacy campaigns in this excerpt. (6 marks)

ii. With evidence from the text, discuss 2 types of advocacy characterized by the cases in the excerpt (4 marks)

iii. If you were to design a follow-up advocacy project to the #WeAre52pc campaign, which two new tactics would you propose and why? (4 marks)

iv. Explain three elements that make the above cases advocacy projects.

(6 marks)

b. Identify one real-life case study of a campaign presented in class. Provide a background of the campaign and describe 3 tactics that made it successful. (10 marks)

Question 2 **(15 marks)**

A stakeholder matrix helps visualize key groups. Besides demographics, discuss five other useful characteristics that you could plot on a stakeholder matrix.

Question 3 **(15 marks)**

Describe three examples of situations that would require PR campaign. In each case, provide an informational, motivational and behavioral objective

Question 4 **(15 marks)**

From the case studies on different campaigns presented in class, identify 5 such campaigns and in each case, describe a new tactic you learnt on how to conduct a campaign.