



**Strathmore**  
UNIVERSITY

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

**DATE: 11<sup>th</sup> October 2023**

**TIME: 08:00-10:00**

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**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)**

**“The receptivity of the masses is very limited, their intelligence is small, but their power of forgetting is enormous. In consequence of these facts, all effective propaganda must be limited to a very few points and must harp on these in slogans until the last member of the public understands what you want him to understand by your slogan.” Adolf Hitler**

- a) Using diverse examples of propaganda tactics used in a variety of contexts, elaborate five (5) major ethical issues surrounding the use of propaganda in our society today. **(15 marks)**
- b) Using any 3 elements of McGuire’s input-output model of communication show why propaganda is so successful. **(15 marks)**

**QUESTION 2 (15 MARKS)**

Anariko hopes to vie for president in the next Strathmore Student Government. Develop a strategy for him, following the 6 elements discussed in class on a political communication strategy. Show how you will apply any 5 elements, rather than only describing it.

**QUESTION THREE (15 MARKS)**

- a) Why is it important for you as Communication majors to understand the entire spectrum of how persuasive communication works? State any five (5) reasons. (5 marks)
- b) Explain the inoculation theory and show any three (3) ways it can help to prevent persuasion? (10 marks)

**QUESTION FOUR (15 MARKS)**

“Since 95 percent of the people are imitators and only 5 percent initiators, people are persuaded more by the actions of others than by any proof we can offer. There is no expedient to which a man will not resort to avoid the real labor of thinking. Be as precise as possible about your need for aid.” Robert Cialdini.

**Write notes on an any 3 weapons of influence. Be careful to not only analyse them, but also critique them using suitable examples.**