



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**SECOND YEAR, SECOND SEMESTER EXAMINATION**  
**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF COMMUNICATION AND PUBLIC RELATIONS**

**COURSE CODE: CCM 207**

**COURSE TITLE: PUBLIC OPINION, PERSUASION AND  
PROPAGANDA**

**DATE: 23<sup>RD</sup> APRIL, 2024**

**TIME: 12.00-2.00PM**

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**INSTRUCTION TO CANDIDATES**

*See inside*

## CCM 207: PUBLIC OPINION, PERSUASION AND PROPAGANDA

**Answer four Questions. Question one is compulsory.**

1. Read the Case Study below and answer the questions that follow.

### MEMBER OF PARLIAMENT OF LORETO CONSTITUENCY

Mr Mugambi is the current Member of Parliament (MP) for Loreto Constituency. He is just twenty four years old but he won the MP seat in 2022 general elections. Mr Mugambi used his bicycle to move from one village to another to persuade people to vote for him. He did not have money nor a car to create a perception that he is a strong candidate like his competitors. However, as a graduate with a bachelor degree in Communication and Public Relations, he knew the power of persuasion and therefore he mainly used persuasion strategies to beat his opponents.

Required:

- a) Describe three dimensions of credibility Hon Mugambi should have considered when persuading voters to vote for him. (6 marks)
  - b) Illustrate how Hon Mugambi used *logos* persuasion strategy to win elections. (5 marks)
  - c) Several factors contribute to a person's likability. Illustrate how Hon. Mugambi made his audience like him and vote for him. (5 marks)
  - d) Describe four features of the audience that affected persuasion in political campaigns in the above constituency. (4 marks)
  - e) Illustrate message variables that Hon. Mugambi utilized when designing persuasive messages. (5 marks)
2. a) Using relevant examples, discuss how public opinions are formed. (10 marks)
- b) "Attitude strength is a multifaceted concept." Describe five elements that differentiate strong from weak attitudes. (5 marks)

3. a) Politics and Persuasion cannot be separated, since the goal of political discourse is to persuade others. Using relevant examples, discuss the use of persuasion in political contexts in Kenya. (10 marks).  
  
b) Describe five characteristics of Propaganda. (5 marks).
4. a) Using relevant examples, discuss how politicians in Kenya use propaganda during election campaign. (10 marks).  
  
b) Briefly discuss five factors that attract audience attention to a politician's message during a political campaign (5 marks).
5. a) Analyse five ethical issues that one can encounter during the persuasion process. (10 marks).  
  
b) Describe five motives of Political Propaganda that were evident during the World Wars. (5 marks).
6. Public opinion assists the citizens in influencing government policies. On the other hand, pressure groups protect the special interest of the individuals in the society.
  - a) Discuss five methods pressure groups use to influence government policies by putting pressure on the government. (10 marks).
  - b) Describe five hindrances that are evident during the formation of Public Opinion. (5 marks).