# KARATINA UNIVERSITY

## UNIVERSITY EXAMINATIONS

## SECOND YEAR, SECOND SEMESTER EXAMINATION

## 2024/2025 ACADEMIC YEAR

### FOR THE DEGREE OF:

### BACHELOR OF COMMUNICATION AND PUBLIC RELATIONS

**COURSE CODE: CCM 207**

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

**DATE: 29/04/2025**          **TIME: 3.00PM – 5.00 PM**

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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.

<u>**ELECTIONS IN KENYA**</u>

The last General Election was conducted by the Government of Kenya in 2022. The election year was characterised by heighted political temperatures. The electorates were persuaded to join political parties and also register as voters. Further the electorates were persuaded to elect politicians from a preferred political party. Political rallies were organized in all the forty-seven counties. One of the tactics the politicians use to sway the voters was by use of propaganda. When propaganda is used extensively, people are not able to differentiate the truth from propaganda. Before the general elections period the public opinion was measured by pollsters to predict the candidate who is likely to win the elections.

1. a) Explain five reasons why so many scholars and public officials study and care about public opinion. (5 marks)

   b) In order to be effective persuaders, we must first get people's attention. Using relevant examples, discuss five ways of how a political leader can get the attention of his/her audience in a political campaign before persuading them. (5 marks)

   c) Elaborate on five message variables that influence persuasion in political campaigns. (5 marks)

   d) Describe three types of propaganda that are used during election campaigns. (6 marks)

   e) Using relevant examples, analyze how the electorates acquire attitude during the election year. (4 marks)

2. a) Domex is a new washing detergent in the market. Discuss the six steps of persuasion according to William McQuire that advertisers should consider when persuading customers to buy the washing detergent. (12 marks)

b) Domex is using a celebrity to advertise the washing detergent. Explain three dimension of *ethos* that should be considered when selecting the most suitable the celebrity for the advert. (3 marks)

3. a) Using relevant examples, examine five factors that influence the formation of public opinion. (10 marks)

b) With relevant examples, describe three fallacies in propaganda. (3 marks)

4. Henry started smoking while in high school. At the age of 50, he is still addicted to smoking.

a) Using relevant illustrations, discuss three types of messages that may be used in health persuasion communication to persuade smokers like Henry to quit smoking. (9 marks)

b) Explain how a doctor can use *logos* persuasion strategy to persuade Henry to quit smoking. (9 marks)

5. a) Discuss the linkage between attitudes and behaviour using Cognitive dissonance theory. (10 marks)

b) Using relevant examples, explain five characteristics of propaganda common in political campaigns in Kenya. (5 marks)

6. a) Assume you are a sales person, discuss how you can use the five principles of persuasion to persuade your audience to buy your products. (10 marks).

b) A good sales person should be credible. Explain five sources of credibility of person. (5 marks)