

**RONGO UNIVERSITY EXAMINATION**  
**THIRD YEAR FIRST SEMESTER SPECIAL EXAMINATION**  
**(FOR 2015/2016 ACADEMIC YEAR)**  
**FOR**  
**THE DEGREE**  
**IN**  
**BSC IN COMMUNICATION AND JOURNALISM**  
**COURSE CODE: CMM 319**  
**COURSE TITLE: PERSUASIVE COMMUNICATION AND ARGUMENTATION**

**QUESTION ONE**

- (a) Explain the following terms
- i. Fallacy
  - ii. Logic
  - iii. Enthymeme
  - iv. Persuasion (5marks)
- (b) To win an audience 's view, textual arguments must be presented in each manner. Describe four stages of argumentation. (20 marks)

**QUESTION TWO**

Imagine a situation in which a persuasive message that you thought should have won the audience was turned down. Discuss three factors that may have influenced the negative outcome. (15 marks)

**QUESTION THREE**

Using example of an advertisement, discuss the persuasion process. (15 marks)

**QUESTION FOUR**

- a) Compare persuasion and propaganda. (10 marks)
- b) Explain five ethical principles of persuasion. (5 marks)

**QUESTION FIVE**

- a) Discuss persuasion routes in the Elaboration Likelihood Model (12 marks)

b) Define the following terms

i. Attitude

ii. Belief

iii. Values

(3 marks)

**QUESTION SIX**

Describe five non-verbal messages in persuasion

(15 marks)