**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION/CORPORATE COMMUNICATION MANAGEMENT**

**HSR 2301: PUBLIC OPINION, PERSUASION AND PROPAGANDA**

**DATE: JUNE 2019 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

1. Using a diagram, explain the relationship between attitude and behavior (6 marks)
2. Debate the pros and cons of using celebrities to persuade audience about any given issue of concern (10 marks)
3. With examples, distinguish between propaganda and persuasion (8 marks)
4. Explain and illustrate how events form public opinion in Kenya (6 marks)

QUESTION TWO

Assume you are designing a communication campaign to create awareness about Ebola out-break in Kericho county. Describe how the following theories would inform the development of this campaign.

1. Social judgment theory
2. ELM theory (20 marks)

QUESTION THREE

Ethical responsibilities exist in every form of persuasive communication. Discuss (20 marks)

QUESTION FOUR

The fight against corruption in Kenya has been a complicated war. Actually, to some extent it is politicized. Describe some of the propaganda techniques that have been used by politicians to achieve this perception (20 marks)