



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2023/2024

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BCJ 3256: PERSUASION IN MEDIA

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

- a) Cognitive dissonance is a mental state where the behaviour and mental cognition of a person does not match his/her beliefs and moral values. Citing your own personal experience, explain how the dissonance occurred and how you dealt with it to acquire mental equilibrium. (5 Marks)
- b) Briefly expound on the application of cognitive dissonance in crisis funding when there are natural disasters and how people get persuaded. (4 Marks)
- c) Ethical persuasion leans on application of some tenets as a way of bringing ethics into the process. Explicitly explain such THREE. (6 Marks)
- d) Giving reasons explain why the following are important in the persuasion process.
 - i. Credibility.
 - ii. Social system. (4 Marks)
- e) Contextualise the following terms as used in the Hugh Rank's model of persuasion.
 - i. Association.
 - ii. Omission. (4 Marks)
- f) Why do you think rhetorical questions are persuasive in nature? (4 Marks)
- g) Justify the application of the THREE classical appeals of ETHOS and PATHOS, LOGOS in the persuasion process. (3 Marks)

QUESTION TWO (20 MARKS)

- a) Identify and explain 5 basic principles of Social Influence. (10 Marks)

- b) Giving detailed accounts, show how the 2 routes in the E.L.M model leads to decision making. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Message variables are instrumental in delivering the intended communication. Explain 5 of them detailing how they are necessary in their application. (10 Marks)
- b) Critically examine the SMCR model of persuasion in the University context. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Mass Media is an important phenomenon in the modern times we are living. How is it beneficial to us? (10 Marks)
- b) Radio has great potentiality in spreading of information. Explain this relevance despite the prevalence of the new media. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Persuasion is widely used in the MEDIA INDUSTRY for political and commercial advertising to garner followers and customers. Identify and explain 5 persuasion techniques applied in the process. (10 Marks)
- b) Explain why revealing your intent to persuade can backfire. (4 Marks)
- c) Examples and statistics are crucial in a persuasive interaction. How relevant are they in the process? (4 Marks)
- d) Highlight how the following factors lead to high or low elaboration in the ELM model of persuasion.
- i. Motivation.
 - ii. Ability. (2 marks)