



**SCHOOL OF COMMUNICATIONS AND LANGUAGES**

**DEPARTMENT OF COMMUNICATIONS**

**JANUARY SEMESTER 2015**

**COMM 322X: PERSUASION**

**FINAL EXAMINATION**

**TIME: 2 HOURS**

**INSTRUCTIONS**

**Section A** is Compulsory.

Answer **ALL** Questions in **Section A**, and **TWO** other Questions in **Sections B**.

Answer **FOUR** Questions in Total.

Write **CLEARLY & LEGIBLY**.

**ALL** Daystar University Examination Rules & Regulations Apply.

## **CASE STUDY**

**Read the following brief passage and answers the subsequent questions.**

### **Digital Migration Fiasco in Kenya**

For nearly a month, three of Kenya's major privately-owned TV stations were off air due to a row with the industry regulator over migration to a digital platform. The stations, NTV, Citizen TV and KTN, which together account for the vast majority of TV viewership in the country (they claim up to 90 per cent), have had a long running and convoluted battle with the Communications Authority of Kenya (CAK) essentially demanding a license to broadcast their own content as opposed to handing it over to the two carriers the government has licensed namely Signet and Pan African Networks Network Group (PANG).

The government has tried to paint it as a fight to tame intransigent, monopolistic-minded media companies scared of the level field that comes with digital migration. On the other, the companies, under Africa Digital Network (ADN) have portrayed it as a struggle against a deaf, authoritarian-minded regime intent on auctioning off national resources to the Chinese (one of the licensed carriers is Chinese). It is said that truth is often the first casualty of war. This has been no exception. As both sides have sought to sway public opinion to their cause, honesty and objectivity have been tossed out of the window. The merits of it's case aside, government's propaganda has tapped into a rich vein of distrust and contempt for the media.

The media's one-sided reporting of the digital migration impasse has not helped matters. Journalists have seemed either unable or unwilling to separate the interests of media conglomerates from those of the public. On the contrary, they have simply tried to sell the company line as the national cause. No wonder a research carried out in 2012 found that the line between media owners and editors has increasingly been blurred as the latter are co-opted into the formers' domain, meaning the editors no longer exclusively pursue professionalism. The analogue signals have since been repossessed by the CAK and the Africa Digital Network (ADN) – a consortium of the three media houses – could take up to three months to lay its infrastructure under a self provisioning permit issued in November 2014.

Kenya's communications regulator issued a warning that three broadcasters risk losing their licenses if they do not resume transmissions on signal distributors Signet and Pan African Networks Network Group (PANG) in three days and soon we saw KTN making an advert that they will resume broadcast and soon the rest followed. The spat between ADN and the government revolves around a “must carry” regulation which allows digital TV operators to retransmit content from broadcasters for free and without their consent.

The Supreme Court ruled on February 13, 2015 that digital migration must continue as planned, rejecting the TV stations' request for a three-month extension. However, the Supreme Court also ordered CAK to immediately restore the self provisioning digital signal distribution license and the frequencies to AND.

*(Courtesy of [www.allafrica.com/stories](http://www.allafrica.com/stories) & [www.theeastafrican.co.ke](http://www.theeastafrican.co.ke))*

**SECTION A: (COMPULSARY – ANSWER ALL QUESTIONS) TOTAL: 60 Marks.**

1. Assuming that you are the Director of Public Affairs & Communications at the Communications Authority of Kenya (CAK) and the Director General (DG) has requested you to draft a **convincing** rejoinder that will be issued at a planned Press Conference within an hour.
  - a. Write a five minutes persuasive statement(speech) that the DG will read during the said media briefing, in response to the said Digital Migration Stand-off that will change your audience’s behavior, beliefs, or attitudes in favor of the regulator  
(15 Marks).
  - b. In determining cases in Ethics in Persuasion, we sometimes use values that help us evaluate whether the case is unethical or ethical. These values are commonly abbreviated as **CHAPELFRIC**. Using those Ethical values determine the above case whether it was ethical or unethical clearly giving reasons for your position  
(15 Marks).
  - c. How can this case be remedied in terms of moral and ethical standards that you have learnt in class. Please give clear examples.  
(5 Marks).
2.
  - a. Define the process of Persuasion  
(5 Marks)
  - b. Using examples that are relevant discuss the **FIVE** key principles of persuasion  
(10 Marks)
  - c. What are some of the expected effects or outcomes of a persuasive process as proposed by *Miller (1980)*  
(10 Marks)

**SECTION B: ANSWER ANY TWO QUESTIONS**

3. In persuasion, several factors determine the effectiveness of the process in influencing and convincing audiences. Discuss any **FOUR** key components of persuasion that determine persuasability of the receiver clearly giving examples for each component  
(20 Marks)
4. Discuss the following **four** factors that influence the components of persuasion in a persuasive process. Give relevant examples.  
(20 Marks)
  - a. Authority
  - b. Social Attractiveness
  - c. Credibility
  - d. Group Membership
5. Advertisements are a form of persuasive communication that typically attempts to persuade or influence potential customers to purchase particular brand(s) of products. With relevant examples of specific advertisements that you know, discuss the following strategies that advertisers use to influence their clients  
(20 Marks)
  - a. Celebrity endorsement (likeness)
  - b. Emotional Appeal
  - c. Product differentiation
  - d. Selling a dream/lifestyle

6. **i)** The process of Persuasion is the simple process of changing attitudes and behavior in a free atmosphere several models have been used to help understand this changing attitude and behavior process. **(a).** Discuss the shortcomings of the following **models of persuasion** giving relevant examples **(15 Marks)**

- a. Yale- Model
- b. Cognitive Response Approach
- c. Elaboration Likelihood (ELM)

**ii)** Using relevant examples explain any two interpersonal persuasive techniques you learnt in class **(5 Marks).**