



SCHOOL OF COMMUNICATION

Strategic and Organizational Communication Department

COM 322X: Persuasion

JUNE SEMESTER 2019

FINAL EXAM

TWO HOURS

INSTRUCTIONS

1. Answer ALL questions in Section A and TWO questions in Section B.
2. This exam is worth 50 marks.
3. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.
4. This exam requires responses that are written in grammatically correct narrative prose, not bullet points. Write clearly and comprehensively.
5. Switch off your mobile phones throughout the duration of the exam.
6. All university rules and regulations applicable to examinations apply.

SECTION A (Attempt ALL questions)

1. There is currently an Ebola scare in the country. In view of this emerging health challenge, what steps will you take to design a health communication campaign to sensitize Kenyans about Ebola and the health behavior they should adopt to avoid coming in contact with the virus. **(With the Kenyan audience in mind, clearly and comprehensively indicate what you will do at each stage of designing and running the campaign).** (20 Marks).
2. How can normative beliefs as a central component of Theory of Planned Behavior
(a) Aid persuaders to successfully persuade a given audience to change their behavior?
(b) Inhibit or negatively affect the success of persuasive communication? (10 Marks).

SECTION B (Attempt any TWO questions).

3. With clear examples, explain why the study of persuasion is necessary (10 Marks).
4. Sequential persuasion is time tested persuasion tactics applied mostly in the interpersonal context, and other contexts of persuasion. However, these tactics are known to embody ethical implications. Discuss **four** of such sequential persuasion tactics, and identify **one** ethical dilemma associated with each tactic (10 Marks).
5. Language plays a vital role in persuasive communication. Use Kenneth Burke's approach to language and persuasion to demonstrate how a politician can use language to persuade voters during political campaigns. **(Write from a Kenyan perspective, and show if the context of political campaign you are analyzing is a rural setting or urban setting)** (10 Marks).