



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**
Faculty Name: Human Sciences

Department Name: Communication

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE: PERSUASION AND PROPAGANDA	COURSE CODE: PAP 721S
SESSION: JANUARY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS	DR. C. PEEL AND MR. T. MABWE
MODERATOR	MR. T. ASINO

THIS EXAMINATION QUESTION PAPER CONSISTS OF 3 PAGES
(Including this front page)

INSTRUCTIONS

1. Answer **Three (3) Questions** only.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

Question 1

25 marks

(a) Generate a propaganda statement of about 100 words promoting **one** of the following topics: (i) The Right to Life: Why the death penalty should not be re-introduced in Namibia; **OR** (ii) Responding to a commercial advertisement and social media campaign suggesting that a pharmacy that you own is distributing “fake” medicines. Your propaganda statement should make clear what media channels you would use. **(10 marks)**

(b) Distinguish between the definitions of White, Black, and Grey propaganda. Explain which of these types of propaganda were used in generating your statement in Question 1(a). **(10 marks)**

A good introduction **(3 marks)**

Good grammar and spelling **(2 marks)**

Question 2

25 marks

Discuss the religious origins of propaganda practice, giving your critique of the following historical moments:

(a) The declaration by the Council of Florence (1441) that no salvation is possible outside the Catholic Church, and that anyone who dies without being “joined” to the teachings and faith of that church will go into the “eternal fire which was prepared for the devil and his angels” **(10 marks)**

(b) The “Crusades” by a series of Christian armies from Europe which invaded Palestine with the purpose of overthrowing the Muslim leaders, and securing Christian access and governance of Biblical sites, including the “holy city” of Jerusalem. **(10 marks)**

A good introduction **(3 marks)**

Good grammar and spelling **(2 marks)**

Question 3**25 marks**

Name and, in your own words, describe FOUR of Robert Cialdini's principles of persuasion, giving examples in each case. (4x5marks = 20 marks).

A good introduction

(3 marks)

Good grammar and spelling

(2 marks)**Question 4****25 marks**

A true understanding of the propaganda message often requires an analysis of the propaganda operation, and the propagandists who are leading it. With the use of relevant examples, analyse the role of the propagandist in shaping perceptions using each of the following four schemes:

- (a) The ideology and purpose of the propaganda campaign. (5 marks)
- (b) The context in which the propaganda occurs. (5 marks)
- (c) Identification of the propagandist. (5 marks)
- (d) Counterpropaganda. (5 marks)

Good grammar and spelling

(up to 5 marks.)**Question 5****25 marks**

Using relevant examples, define persuasion, and show how it is distinguished from propaganda as a communication process.

Content

(20 marks)

Good grammar and spelling

(5 marks)**End of Exam.****Total: 75 marks**