



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE CODE: PAP 721S	COURSE: PERSUASION AND PROPAGANDA
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR C. PEEL, PROF R. MAKAMANI
MODERATOR	MR T. ASINO

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer THREE (3) questions. Question 1 is compulsory.2. Write clearly and neatly.3. Number the answers clearly.

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

Question 1

25 marks

- (a) With appropriate examples, describe the functions of the **type** of propaganda that you are most familiar with. (10 marks)
- (b) Distinguish the **type** of propaganda that you have chosen from the other two existing types, using at least one example to illustrate the differences in functions. (15 marks)

Question 2

25 marks

As the Minister of Enlightenment in Nazi Germany, Joseph Goebbels had two main tasks, which were:

- To ensure that no-one in Germany could read or see anything that was hostile or damaging to the Nazi party; and
- To ensure that the views of the Nazis were put across in the most persuasive manner possible.

Give an analysis of the extent to which Goebbels and the Nazis may be regarded as having been successful in their propaganda objectives.

Question 3

25 marks

Using the 10-step plan of propaganda analysis, compare and contrast **any one** of the following two opposing campaigns:

- (a) Two leading brands popular with the Namibian market, OR
- (b) The campaigns of any two political movements in the lead-up to Namibia's 2019 elections.

Question 4

25 marks

Robert Cialdini's six principles of persuasion may be useful in a campaign to get the Government of the Republic of Namibia to reinstate the death penalty for murder offences. Identify the six principles, and explain how each might be useful in such a campaign.

Question 5

25 marks

Illustrate, with the aid of examples in either case, the distinction that Jowett and O'Donnell have made between persuasion and propaganda.

End of Examination

Total: 75 marks