NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	**LEVEL:** 7
COURSE CODE: PAP721S	**COURSE:** PROPAGANDA AND PERSUASION
SESSION: NOVEMBER, 2024	**PAPER:** (PAPER 1)
DURATION: THREE HOURS	**MARKS: 100**

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	**MR. I. HAMATA**

INSTRUCTIONS	
1.	Answer THREE questions, and kindly note that QUESTION 1 is compulsory.
2.	Read all the questions carefully before answering them.
3.	Indicate whether you are a FT, PT, or DE student.

THIS EXAMINATION QUESTION PAPER CONSISTS OF _7 PAGES (Including this front page)

Question 1 **(Compulsory)** **50 marks**

(a) Since World War II, most wars have seen the creation of radio, TV, and now web content designed to discredit and hurt the morale of the opposition. Design a strategy for information warfare on behalf of the Palestinian people in their war against Israel, using the tools and strategies that you have learned, and show how you achieve the following objectives:

(i) Perception management.....6 marks

(ii) Public diplomacy/Private diplomacy.....6 marks

(iii) PSYOPS (Psychological warfare).....6 marks

(iv) Education.....6 marks

(b) Identify and explain two desired effects of psychological warfare that you have **not** used in your answers to sub-question (a) above .....(2x6 marks)...12 marks

(c) Explain how Public diplomacy is used to build trust in an institution like the European Union..... 14 marks

Question 2 **25 marks**

Carefully critique and analyse the mid-1970s war-time speech to SWAPO combatants in Lusaka by President Sam Nujoma *(Appendix 1)*, identifying where and how he used Bandwagon, Name Calling, Glittering Generalities, Testimonials, and Card Stacking in describing the status of the liberation struggle. Order your answer as follows:

(a) Evidence and description of Bandwagon.....5 marks

(b) Evidence and description of Testimonials.....5 marks

(c) Evidence and description of Name Calling.....5 marks

(d) Evidence and description of Glittering Generalities.....5 marks

(e) Evidence and description of Card Stacking.....5 marks

Question 3 **25 marks**

With the use of Leon Festinger's Cognitive Dissonance Theory, explain the contrasting influences that might persuade women in abusive relationships to abandon or stay in those relationships.

a) Explanation of cognitive dissonance theory.....5 marks

b) Conflict between attitude and behaviour.....5 marks

c) Reducing dissonance.....5 marks

d) Summary reflection on the cognitive dissonance in abusive relationships 10 marks

Total.....25 marks

Question 4 **25 marks**

Apply the source credibility theory to demonstrate how, as an entrepreneur, you would communicate persuasively to potential buyers. The answer MUST engage with the following elements:

a) Summary and application of the theory.....5 marks

b) Trustworthiness.....4 marks

c) Competence.....4 marks

d) Attraction.....4 marks

e) Expertise.....4 marks

f) Gender.....4 marks

Question 5 **25 marks**

Address how a lecturer might infer a student's persuasive argument for not submitting an assignment on time, using the Attribution Theory. Order your answer as follows:

a) Internal, dispositional attribution.....6 marks

b) External, situational attribution.....6 marks

c) Analysis of the theory and identification of the seminal scholar..... 8 marks

d) Statement distinguishing internal from external attribution..... 5 marks

End of Examination Question Paper **Total: 100 marks**

Appendix1/...

Appendix 1

SAM NUJOMA SPEECH

Justus Garoeb...is a money-monger. He is known even in the newspapers there in Windhoek that he squandered millions of dollars, built a house which he carpeted with expensive material...He is prepared to sell Namibia, and the whole of Namibia, just because of the handouts of money he gets from the Boers. Other participants in this deceptive exercise are Dirk Mudge, so-called Prime Minister. Of course he has never been a Prime Minister, but he was being referred to as the Prime Minister of the DTA government, and the so-called 11 ethnic groupings, as well as other traitors. As we learn that this so-called multi-party conference will be developed into a so-called interim government in Namibia. Money has already been deposited in their account by the South African government, in order that this so-called interim government will of course draw up a constitution, so-called constitution, and later on they will have a programme with the support of the Boers. Of course this is a creation of the Boers in reality...The Boers intended to release some of the members of SWAPO who are currently on Robben Island prison, like Comrade Toivo ya Toivo, and others, so that this would give credibility to the reactionary, opportunist participants in this so-called multi-party conference.

Of course, this is a recultivation of DTA in a different form. Therefore, I want you to watch the development of this deceptive exercise, and make sure that those of you who are scholars, you write when the time comes, about who betrayed the cause of the liberation of Namibia, and who stood firm and fought for the emancipation of Namibia and its people. It is very significant for you to take note of the events taking place in our country now.

However, SWAPO is vigilant. SWAPO is vigilant. If we fought for the last 17 years, we have the vigour and stamina to fight for another 17 years, double that, even 50 years, even a hundred years. Some of us would be happy to die in the struggle, but to make sure we build a strong foundation upon which a white man will be smashed, a fascist will be smashed to pieces, and genuine freedom and independence will be achieved.

We know the Boers are armed to the teeth. It's even said the Americans have given them technical know-how to produce the atomic bombs. But, in any people's war, it is not the armament that is the decisive factor. In a people's war it is the people's willingness to make sacrifices and to use of course the correct guerilla warfare scientifically in order to smash the enemy. The Boers cannot fire the atomic bomb in Windhoek. They will kill themselves. Atomic bomb contains also poisonous radio action. They will die themselves there! They will die! They cannot fire the atomic bomb in Johannesburg. We will fight there in Johannesburg. We will fight there in Windhoek.

Of course, the fight will end up in the defeat of the Boers. They are only in a position to postpone the day of the reckoning, the day of their defeat. It will come, and it's moving rapidly particularly in Namibia because I am the Chief-in-Command and I know what I am talking about. Namibia is our God-given country. We have no other one except Namibia, and we have to be there. Those who are trying to stand on our way to freedom, it's obvious that we will smash them to pieces. We will smash them to pieces! Whether (South African President) Botha or (US President) Reagan want it or not, Namibia shall be free! We will seize it from the hands of the Boers! And Reagan is not in a position to send troops – we know he sent mercenaries and weapons to the Boers. But, those weapons are fired by human beings. The more the Boers are remaining in Namibia every day, PLAN will kill two, maim five, and per year there will definitely be more Boers killed.

Therefore comrades, in this difficult struggle, we must console ourselves, we must maintain unity of purpose and action, we must remain vigilant, and disciplined too! And we must have respect among ourselves. A nation without respect among its rank and file will never be able to stand on its own feet, let alone fighting a fascist regime like that of Botha and defeat it. Therefore, unity here is the sharp weapon. Unity is the sharp weapon next to a gun. Even if you have a gun, but you have no morale – like those puppets! The Boers have trained thousands of puppets including mercenaries. But even they admit to the fact that one SWAPO combatant is worth 100 South African soldiers. It is true. Because he or she has the morale, and she knows that she is fighting for a right cause while those puppets are bribed with money. They are fighting for money. They are selling the country for money. How do you sell a country for money?

A country is for the people. It is there to stay. In fact, Namibia doesn't even belong to us alone. Namibia belongs to the African continent. It belongs to Zambia, it belongs to Angola, it belongs to Algeria, inasmuch as Zambia belongs to us!