



**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: PAP 721S	COURSE : PERSUASION AND PROPAGANDA
SESSION: NOVEMBER, 2025	PAPER: (THEORY)
DURATION: THREE HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr C PEEL
MODERATOR:	Mr ISAAC HAMATA

INSTRUCTIONS	
1. Answer THREE questions, including Question 1. 2. Read each question carefully before answering it. 3. Indicate whether you are a FT, PT, or DE student. 4. Write <i>legibly</i>. The examiner cannot award marks for answers he cannot read.	

THIS EXAMINATION QUESTION PAPER CONSISTS OF _3_ PAGES (Including this front page)

QUESTION 1**50 MARKS**

With the aid of real-life examples, define and discuss the functions of the following:

- (a) Grey propaganda.....10 marks
- (b) White propaganda20 marks
- (c) Black propaganda.....20 marks

Students are expected to situate each answer in well-explained, practical events.

QUESTION 2**25 MARKS**

Explain how the following statements are true of the use of different propaganda techniques:

- (a) Deliberately biased, exaggerated, may be misleading statements.....8 marks
- (b) May involve the use of threats.....8 marks
- (c) Promote a certain agenda – political, commercial or personal.....9 marks

QUESTION 3**25 MARKS**

Discuss, using appropriate examples, how the following psychological warfare techniques may be used to win over world opinion in a conflict involving two countries.

- (a) Demonization and name-calling.....6 marks
- (b) Repetition of half-truths and lies.....6 marks
- (c) Parading of prisoners of war and broadcasting their “confessions” ...6 marks
- (d) Presentations at the United Nations General Assembly.....7 marks

QUESTION 4**25 MARKS**

Robert Cialdini’s persuasion principles can be used to resolve conflict with much less aggression than the techniques used by most propagandists. Compare and contrast how Cialdini’s principles would differ from those of Josef Geobbels in resolving a boundary dispute between Namibia and Botswana.

QUESTION 5

25 MARKS

The following statement is a religious declaration by the Roman Catholic Church's Council of Florence, issued in the year 1441. Read the statement, and then answer the questions that follow:

*The most Holy Roman Church firmly believes, professes and preaches that none of those existing outside the Catholic Church, not only **pagans**, but also **Jews** and **heretics** and **schismatics**, can have a share in life eternal; but that they will go into the "eternal fire which was prepared for the devil and his angels" (Matthew 25:41), unless before death they are joined Her; and that so important is the unity of this ecclesiastical body that only those remaining within this unity can profit by the sacraments of the Church unto salvation, and they alone can receive an eternal recompense for their fasts, their almsgivings, their other works of Christian piety and the duties of a Christian soldier. No-one, let his almsgiving be as great as it may, no one, even if he pour out his blood for the Name of Christ, can be saved, unless he remain within the bosom and the unity of the Catholic Church".*

- (i) Would you regard the above passage as persuasive or propagandist? Explain your answer.....4 marks
- (ii) If it is propaganda, who is the propagandist in this case, and who is/are the target audience? Explain your answer.....5 marks
- (iii) Identify and explain the expressions in the text above that most strongly illustrate the persuasive **and/or** propagandist expressions in the message. What meanings do the expressions you have chosen convey?.....6 marks
- (iv) Using the same language/terms that you identified in sub-question (iii) above, develop your own propaganda or persuasive text to promote your own worldview. **(Note: This is an academic exercise. You do not have to subscribe to the belief expressed in the text that you generate here)**

10 marks

End of Examination Question Paper

Total: 100 marks