



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE CODE: PAP721S	COURSE: PROPAGANDA AND PERSUASION
SESSION: NOVEMBER, 2022	PAPER: (PAPER 1)
DURATION: TWO HOURS	MARKS: 50

SUPPLEMENTARY/SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	DR. M NASSOR

INSTRUCTIONS	
1.	Answer TWO questions only.
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 _3_ PAGES (Including this front page)

Question 1

(PAP)

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. **(13 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). **(12 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” **(12 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. **(13 marks)**

Question 3

25 marks

Name and, in your own words, describe FIVE of Robert Cialdini’s principles of persuasion, giving examples in each case. **(5x5marks = 25 marks).**

Question 4**PAP 721S****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-d):

- (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)
- (e) Give one example of how a campaign you know of used, or may have used, these functions. (5 marks)

Question 5**25 marks**

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

End of examination question paper**Total: 50 marks**



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