



**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: JANUARY, 2024	PAPER: (PAPER 1)
DURATION: TWO HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	MR. I. HAMATA

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 5 PAGES (Including this front page)

Question 1

(PAP)

50 marks

Using your own examples, explain and illustrate the functions of the following theories of persuasion:

- (a) Social Judgement theory.....5.5 marks
- (b) Cognitive Dissonance.....5.5 marks
- (c) Inoculation Theory.....5.5 marks
- (d) Balance Theory.....5.5 marks
- (e) Congruity Theory.....5.5 marks
- (f) Source Credibility Theory.....5.5 marks
- (g) Reinforcement Theory.....5.5 marks
- (h) Attribution Theory.....5.5 marks
- (i) Information Manipulation Theory.....5.5 marks

Question 2

50 marks

Carefully critique and analyse the mid-1980s war-time speech to SWAPO combatants in Lusaka by President Sam Nujoma (Appendix 1, attached), identifying where and how he used Personal Authority, Name Calling, Glittering Generalities, Card Stacking, and information manipulation in describing the status of the liberation struggle. Order your answer as follows:

- (a) Description of the speech context.....5 marks
- (b) Personal authority used to mould behaviour of the audience.....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
- (f) Evidence and description of information manipulation.....5 marks
- (g) Summary critique of the speech's strengths and weaknesses.....10 marks
- (h) Summary critique of the application of psychological warfare.....10 marks

Question 3

50 marks

Give an evaluation of the aims of the five types of advertising, stating in each case the audience that is targeted.

- (a) Evaluation of aims (5x5marks = 25marks).
- (b) Identification of target audience in each case (5x5 marks = 25 marks)

Question 4

50 marks

With the use of appropriate historical and contemporary examples, evaluate the intent and effectiveness of the following forms of psychological warfare:

- (a) Learned helplessness.....10 marks
- (b) Demoralise.....10 marks
- (c) Discreditation/Self-destruction.....10 marks
- (d) Information manipulation.....10 marks
- (e) Public diplomacy.....10 marks

Question 5

50 marks

Examine and argue for the accuracy of Herman and Chomsky's 'Propaganda Model', particularly in its analysis of how ideological and communicative power connect with economic, political and social power to influence media products. Explore and explain the consequent effects of these interactive influences upon media output.

End of examination question paper

Total: 100 marks

Appendix 1 follows/...

Appendix 1

WAR-TIME SPEECH TO SWAPO EXILES AND COMBATANTS BY PRESIDENT SAM NUJOMA, PRESIDENT AND COMMANDER IN CHIEF OF SWAPO

(The contents of this speech were transcribed from a video recording of the speech, available online at <https://www.youtube.com/watch?v=OQw6S9gY8sl&t=34s>)

[...]

“Justus Garoeb is a money monger. He is known, even in the newspapers there [in Windhoek] , that he squandered billions of rands, built a house which he carpeted with very expensive material, and the Boers tried to cover this up by carpeting also the houses of others. But the fact is that this man is a money monger. He is prepared to sell Namibia, and the whole of Namibia, just because of the handout of money he gets from the Boers.

“Other participants in this deceptive exercise are Dirk Mudge, the so-called former 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, as well as (leaders of) 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 so-called interim government in Namibia., money has been already deposited in their accounts 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. And the Boer intended to release some of the members of SWAPO who are on Robben Island in prison, like Cde Toivo ja Toivo and others, so that this would give a credibility to that reactionary, opportunist participants in this so-called multi-party conference. Of course, this is a re-cultivation of DTA in a different form.

“Therefore I want you to watch the developments of this deceptive exercise and make sure that, those of you who are scholars, you will note, when the time comes, 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, very significant for you to note about the development that is 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 100 years. Some of us will 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 fascists will be slashed to pieces, and the genuine freedom and independence comes.

“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...It is the people’s willingness to make sacrifices, and of course to use the correct guerrilla warfare scientifically to smash the enemy... Of course, the fight will end up in the defeat of the Boers. They are only in a position to postpone the day of reckoning, the day of their defeat. It will come, and it is 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 in our way to freedom, it’s obvious we will smash them to pieces. Whether Botha, Reagan want it or not, Namibia shall be free. We will seize it from the hands of the Boers.

[...]

“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... Therefore unity is the sharp weapon. Unity is the sharp weapon, next to a gun. Even if you have a gun, you have no morale – like those puppets. The Boers have trained thousands of puppets, including mercenaries. But even they admit the fact that one SWAPO combatant is worth 100 South African soldiers. It is true. Because he or she has the right morale. And she knows she is fighting for a right cause. And those ones, puppets, they 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’s there to stay. In fact Namibia does not belong to us alone. Namibia belongs to the African continent. It belongs to Zambia. It belongs to Angola, inasmuch as Zambia belongs to us!

(End of speech. Sections of the speech have been condensed.)