



**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

FIRST 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

Evaluate any **one** of the following two historical examples of propaganda use, basing your evaluation on any four propaganda techniques you have encountered during this course.

- (a) The Christian Crusades to “free” Palestine from Muslim rule.
- (b) The Nazi German ideology justifying war and the superiority of the German race.

Content 22 marks

A good introduction 3 marks

Question 2

25 marks

- (a) Define and illustrate with your own examples any four persuasion theories that you have learnt. 16 marks
- (b) Which **one** of the four theories you have identified do you consider to offer the most credible explanation for the choices you have made in your own life? Give reasons for your answer. 9 marks

Question 3

25 marks

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

- (a) Evaluation of aims (4x5marks = **20 marks**).
- (b) Identification of target audience in each case (1x5 marks = **5 marks**)

Question 4**PAP 721S****25 marks**

Evaluate the strengths and weaknesses of the following four propaganda strategies, stating how you might use each in a campaign that you are leading:

- (a) The communication must reach the audience ahead of competing propaganda (6 marks).
- (b) Slogans must be used again and again, but only in appropriate situations (4 marks).
- (c) Propaganda messages must be boomerang-proof (6 marks).
- (d) Information about the enemy's operations, customer base and suppliers must be available to implement a propaganda campaign (9 marks).

Question 5**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) The ideology and purpose of the propaganda campaign. (6 marks)
- (b) The context in which the propaganda occurs. (6 marks)
- (c) Identification of the propagandist. (6 marks)
- (d) Counterpropaganda. (7 marks)

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



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