



**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 2025	PAPER: (PAPER 1)
DURATION: THREE HOURS	MARKS: 100

SUPPLEMENTARY/SECOND 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 _3_ PAGES (Including this front page)

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

Answer ALL questions:

- a. Define propaganda in your own words, with one example.....5 mks
- b. Define persuasion in your own words, with another example.....5 mks
- c. Distinguish between persuasion and propaganda in your own words5 mks
- d. Incorporate and interpret Jowett & O'Donnell's definition of propaganda..5 mks
- e. Critically analyse any variation between your definition of propaganda and that of Jowett & O'Donnell. If there is no variation between the definitions, state that fact, and describe how your own learning has helped you to appreciate the explanation by Jowett & O'Donnell.....10 mks
- f. Incorporate and interpret Steinberg's definition of persuasion.....10 mks
- g. Critically analyse any variation between yours and Steinberg's definition of persuasion. If there is no variation between the definitions, state that fact, and describe how your own learning has helped you to appreciate Steinberg's definition.....10 mks

Question 2**25 marks**

Critically select and analyse a case study (speech; broadcast, print or online article/event; advertisement, teaching, or any other promotional campaign) in each of the following communication categories, and identify and demonstrate the use of propaganda in each case:

- (a) Politics.....6 mks
- (b) Advertising.....6 mks
- (c) Non-promotional content.....6 mks
- (d) Education.....6 mks

Student may be awarded a bonus mark for quality of language and expression1 mk

TOTAL.....25 mks

Question 3**25 marks**

- (a) Discuss subliminal messaging and its use in advertising. (2 marks)
- (b) Identify, and critically assess, five different cases of subliminal advertising that you have encountered during this course.....(5x4 = 20 marks)
- (c) Do you believe audiences are “primed” through subliminal advertising? Explain your answer.....(3 marks)

Question 4**25 marks**

Use your own practical examples to apply Josef Goebbels’ ideas in the following aspects of propaganda practice:

- a) "In a propaganda campaign, your message must reach the audience ahead of competing propaganda"5 marks
- b) "Information about the enemy's operations, customer base, and suppliers must be available to implement a propaganda campaign"5 marks
- c) "Propaganda may be facilitated by leaders with prestige"5 marks
- d) "A propaganda theme must be repeated, but not beyond the point of diminishing effectiveness"5 marks
- e) Propaganda must label events and people with distinctive phrases or slogans. Slogans must be capable of being easily learned"5 marks

Question 5**25 marks**

Evaluate whether, in your opinion, the Middle Age crusades against “the enemies of the cross” by the Catholic Church was white, grey, or black propaganda. Justify your answer.

End of examination question paper**Total: 100 marks**