

**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: NOVEMBER, 2023	PAPER: (PAPER 1)
DURATION: THREE HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	MR. I. HAMATA

INSTRUCTIONS	
1.	Answer TWO questions only.
2.	Indicate whether you are a FT, PT, or DE student.
3.	Number your questions correctly.

THIS EXAMINATION QUESTION PAPER CONSISTS OF 12 PAGES (Including this front page)

Question 1

(PAP)

50 marks

- (a) In your own words, distinguish between the scholarly interpretations of the terms “persuasion” and “propaganda”. Illustrate your understanding with a different example for each term.
- (b) Critically analyse your definitions of propaganda and persuasion, showing how they conform to the definitions of Jowett and O’Donnell and Steinberg in the PAP 721S Study Guide.

Candidates are required to follow the order and substance of the marking scheme below in addressing the above questions:

- 1. Define propaganda in your own words, with one example.....5 mks
- 2. Define persuasion in your own words, with an example.....5 mks
- 3. Distinguish between persuasion and propaganda in your own words..... 5 mks
- 4. Incorporate and interpret Jowett & O’Donnell’s definition of propaganda.5mks
- 5. Critically analyse any variation between your definition of propaganda and that of Jowett & O’Donnell. If, in your view, 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
- 6. Incorporate and interpret Steinberg’s definition of persuasion..... 5 mks
- 7. Critically analyse any variation between yours and Steinberg’s definition of persuasion. If, in your view, 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
- 8. In the campaigns for SWAPO’s vice-president and central committee positions at the end of last year, which, in your opinion, was the predominantly used technique: persuasion or propaganda? Give reasons for your answer.....5 mks

Question 2

PAP 721S

50 marks

- (a) Define subliminal messaging and its use in advertising. (2 marks)
- (b) Identify, and critically assess, **eight** different cases of subliminal advertising in the posters attached to this question paper (see Appendices 1-8). (8x4=32 marks)
- (c) For each case, demonstrate evidence of how audiences are “primed” to accept the messages positively and negatively. (8x2=16 marks)
- (d) Use the order of sub-questions above to format your answer.

Question 3

50 marks

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

- 1) "In a propaganda campaign, your message must reach the audience ahead of competing propaganda"10 marks
- 2) "Information about the enemy's operations, customer base, and suppliers must be available to implement a propaganda campaign"10 marks
- 3) "Propaganda may be facilitated by leaders with prestige"10 marks
- 4) "A propaganda theme must be repeated, but not beyond the point of diminishing effectiveness"10 marks
- 5) Propaganda must label events and people with distinctive phrases or slogans. Slogans must be capable of being easily learned"10 marks

Question 4

50 marks

Robert Cialdini's six principles of persuasion may be useful in a campaign to get the Government of the Republic of Namibia to reinstate the death penalty for murder offences. Identify all six principles, and explain how each might be useful in such a campaign.

Question 5

50 marks

Faith messages may be used manipulatively to bring about a change in other people's thinking and behaviour. Defend this statement, using one historical example, and an observation of contemporary use of persuasion and propaganda in religion. How might you convey a faith message differently from your examples?

N.B. Use the following format to answer this question.

- (a) Defence of the manipulative effect of faith messages.....10 marks
- (b) One historical example of such manipulation.....10 marks
- (c) One or more contemporary examples of faith message manipulation.....10 marks
- (d) Discuss the implications of manipulative faith messages for the integrity of public persuasion.....10 marks
- (e) How might one convey faith statements without manipulation.....10 marks

End of examination question paper

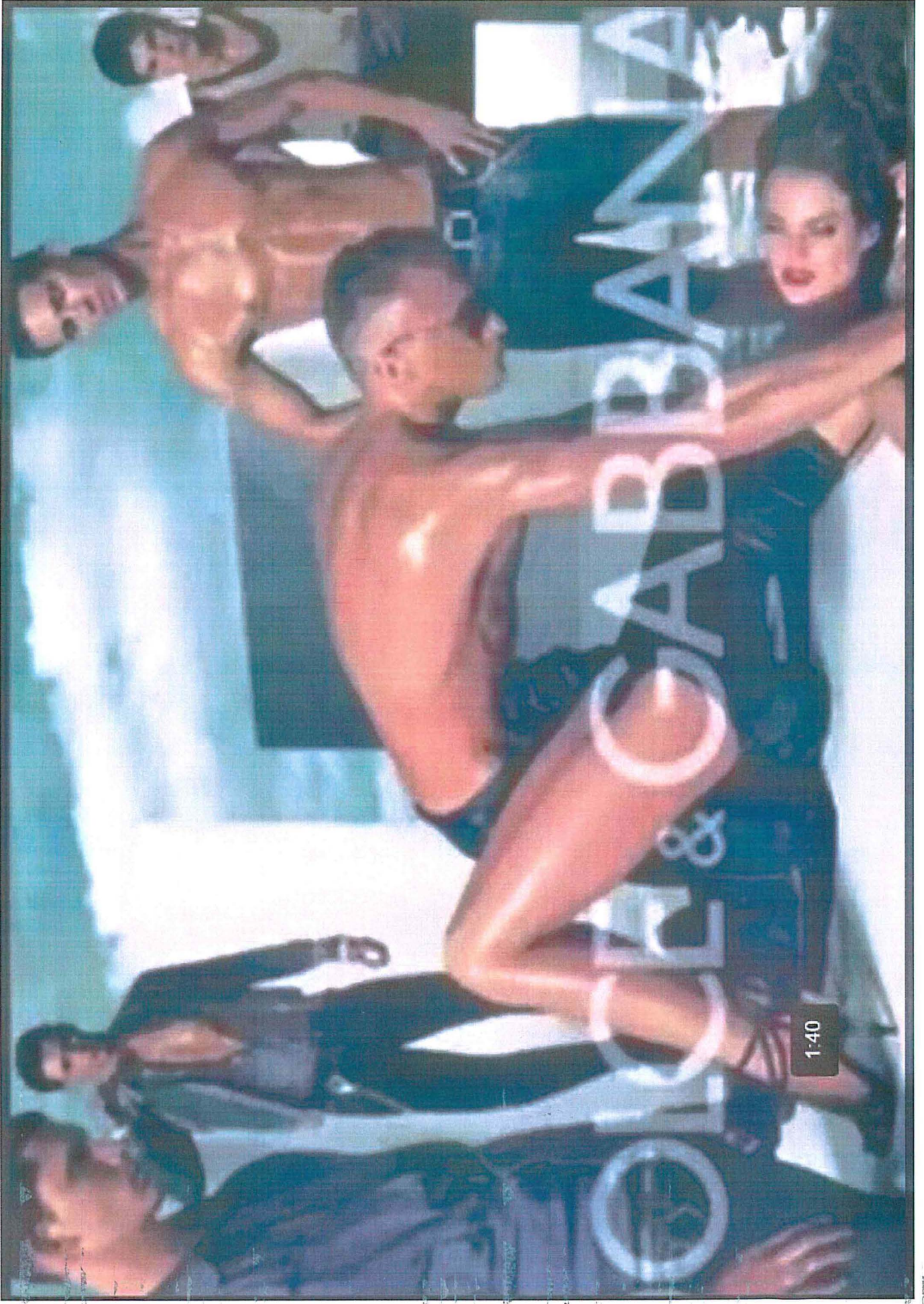
Total: 100 marks

N.B. Appendices 1-8 attached...

PALMOLIVE Appendix 1

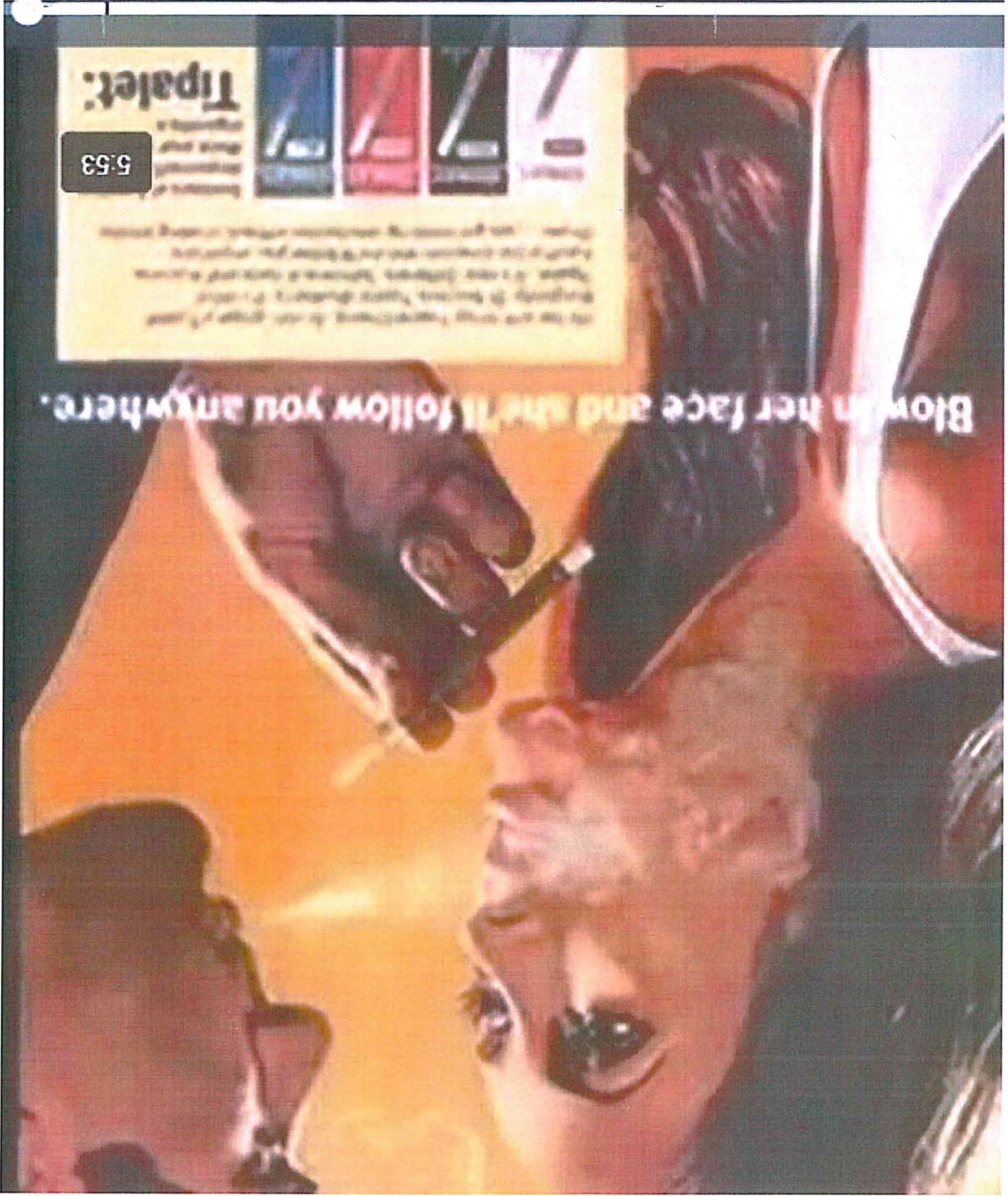


DOLCE AND GABBANA Appendix 2



GLENCARRY TRAVEL Appendix 3





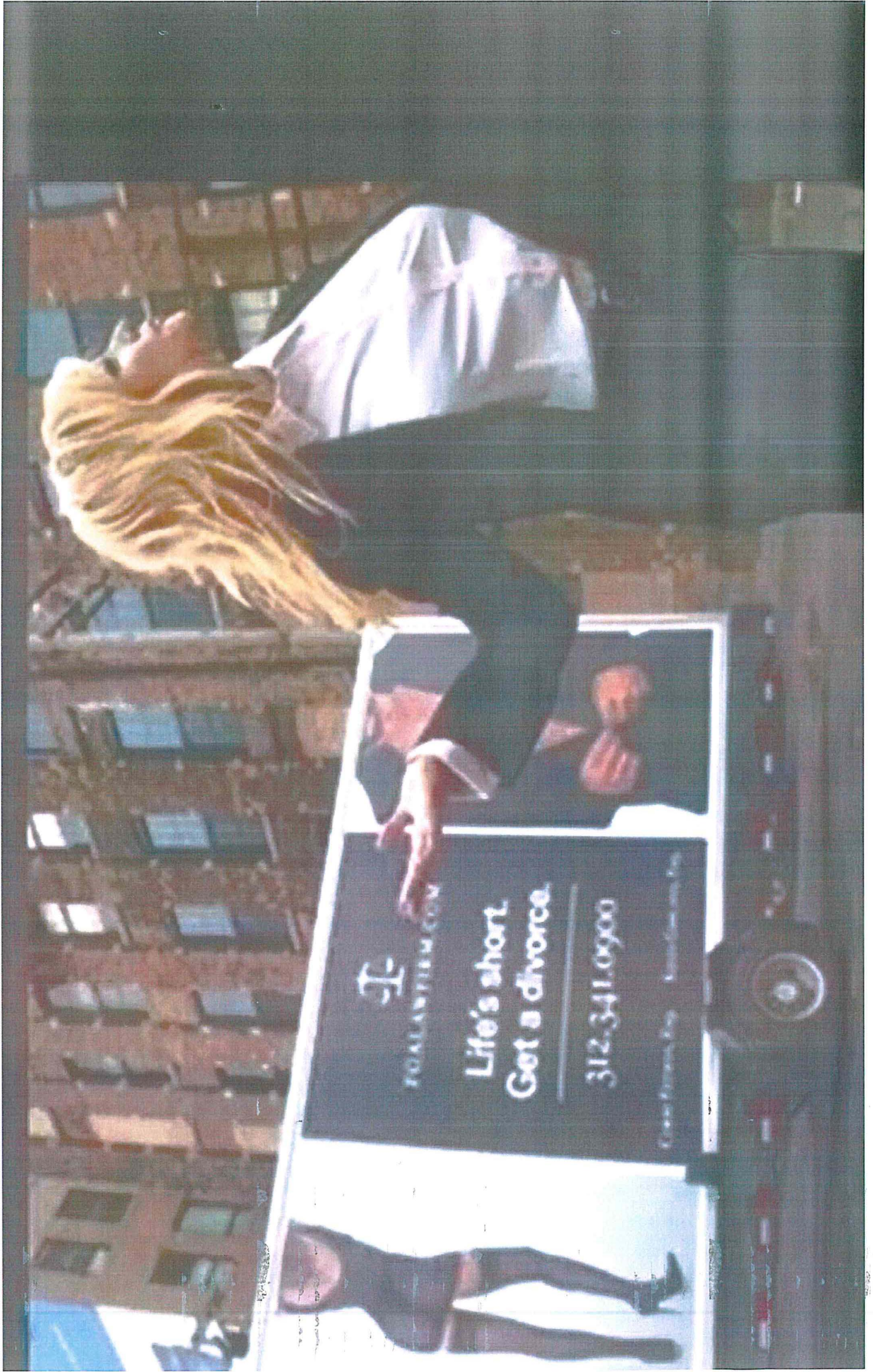
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DELMONTE KETCHUP SOURCE

Appendix 5



You mean a woman can open it?



fcuk Appendix 7



