



BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **COM 1184 PRINCIPLES OF PERSUASION**

Trimester & Year : January – April 2018

Lecturer/Examiner : Steven K C Poh

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of TWO (2) parts:**
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be written on the Answer Booklet provided. Answer all TWENTY (20) multiple choice questions.
PART B (80 marks) : FIVE (5) short answer questions. Answers are to be written on the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a very serious academic offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

PART B : SHORT ANSWER QUESTIONS (80 marks)

INSTRUCTION(S) : Answer all FIVE (5) short answer questions. Write your answers in the answer booklet provided.

1. Rank's Model of Persuasion states that persuaders can choose from four strategies of action. Describe the **FOUR (4)** strategies with a brief example for each strategy based on the following scenario: a parliamentary candidate for the General Election is trying to convince you on why you should vote for him and his party.
(20 marks)
2. "The Hierarchy Effects Model" is an advertising and marketing persuasion model which assumes that potential customers must pass through a series of seven stages leading to the ultimate purchase. Identify and briefly describe the **FIVE (5)** persuader's task that could lead to consumers' actual purchase.
(20 marks)
3. To become truly responsible receivers of persuasion, there is a need to identify the uses and misuses of symbols, especially in the language used by politicians, advertisers, employers and other persuaders. A useful approach to study language is based on the work of philosopher and language pioneer Suzanne K. Langer (1957). Briefly discuss Langer's approach to language use and the **THREE (3)** terms she introduced when discussing meaning.
(20 marks)
4. Briefly discuss Plato's dialogic approach to persuasion.
(10 marks)
5. Quintilian established a public school of rhetoric in Rome in the first century AD. What is his work – *Institutio Oratoria* – noted for? Briefly discuss Quintilian's main thesis and how it applies to persuasion.
(10 marks)

END OF PAPER