



**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL ASSESSMENT**

Course Code & Name : **COM2224 PRINCIPLES OF PERSUASION**

Semester & Year : January - April 2020

Lecturer/Examiner : Ms Alicia Loo

## **QUESTION 1**

- 1(a) Explain **THREE (3)** differences between persuasion and coercion. (6 marks)
- 1(b) Tom works for a social service agency that receives some of its funding from United Way. At the end of each year, United Way asks employees to contribute to the charity. Tom would like to donate, but he needs every penny of his salary to support his family. One year, his boss, Anne, sends out a memo strongly urging employees to give to United Way. Anne doesn't threaten, but the implicit message is: I expect you to donate, and I'll know who did and who didn't. Tom opts to contribute money to United Way. Was he coerced or persuaded? Explain why. (4 marks)
- 1(c) Military recruiters have employed a host of persuasion techniques to convince young people to join the Armed Services. They pour money into special online video games, develop ads that showcase cool aspects of joining the Army or Marines, and even employ high-powered sales techniques to recruit young people to join the Armed Services. It is all legal and helps the military locate interested recruits. Is it ethical if it deliberately plays up the advantages, while minimizing dangers? Discuss the issue from the perspectives of the **TWO (2)** ethical foundations discussed in class. (8 marks)

## **QUESTION 2**

- 2(a) Alicia dislikes Diet Coke thinking that it is unhealthy. In January 2013, The Coca-Cola Company sent out a press release stating that Diet Coke had committed to a long-term partnership with the celebrity Taylor Swift. Alicia happens to be a big fan of Taylor Swift. Identify the **THREE (3)** elements (P, O, X) involved in Fritz Heider's Balance Theory in this case. (3 marks)
- 2(b) Based on Fritz Heider's Balance Theory, draw **THREE (3)** possible diagrams to illustrate the case mentioned in Question 2(a). State the situation for each diagram. (12 marks)
- 2(c) Robert P. Abelson suggests that people resolve cognitive conflict in four ways. Identify the **FOUR (4)** ways and propose how Alicia would react in the four ways based on the situation given in question 2(b). (8 marks)

### **QUESTION 3**

- 3(a) Choose a well-known person (eg: Barack Obama, Oprah Winfrey, Nelson Mandela, etc.) that you think is a credible communicator. Explain **THREE (3)** characteristics of credibility in the communicator. Justify your explanation by providing a real example for each characteristic. (9 marks)
- 3(b) Authority is another important communicator characteristic. Identify and briefly explain a classical experiment that studied the influence of authority. (3 marks)

### **QUESTION 4**

- 4(a) Explain the **FIVE (5)** basic functions of attitudes: knowledge, utilitarian, social adjustive, social identity, and value expression. Provide your own example for each function. (10 marks)
- 4(b) Likert scale can be used to measure attitudes. Based on your knowledge on designing good survey questions, construct a Likert Scale for abortion consisting of **SEVEN (7)** statements. (7 marks)

### **QUESTION 5**

Do you agree that social media brings more harm than good? State your stand. Construct a two-sided message of 300-350 words by including **TWO (2)** reasons in support of your claim, **TWO (2)** arguments of the opposite claim, and **TWO (2)** refutations against the arguments of the opposite claim. Your message should demonstrate your understanding on the principles of persuasion. (30 marks)