BERJAYA
UNIVERSITY COLLEGE

FACULTY OF EDUCATION & ARTS
Bachelor of Communication (Hons)

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   :   **COM2123 PROPAGANDA & PUBLIC OPINION**
Trimester & Year   :   May – August 2023
Lecturer/Examiner   :   Steven K C Poh
Duration   :   3 Hours

INSTRUCTONS TO CANDIDATES

1. **This question paper consists of TWO (2) parts:**

   SECTION A (60 marks)   :   FIVE (5) short answer questions. Answers are to be written on the Answer Booklet provided. Answer all four (6) short answer questions.

   SECTION B (40 marks)   :   ONE (1) essay question. Answer is to be written on the Answer Booklet provided.

2. **Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**

3. **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.**

4. **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.

Total Number of pages = 3 (Including the cover page)

PART A : **SHORT ANSWER QUESTIONS (60 marks)**

INSTRUCTION(S) : Answer all **FIVE (5)** short answer questions. Write your answers in the answer sheet provided. Ensure that your answers have the correct corresponding section and question numbers.

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1. In most democratic societies, public opinion data is used for a variety of purposes. List **FIVE (5)** uses of this data and provide an example with it.

(10 marks)

2. Jowett, G., S. and O'Donnell, V. (2006) have designed a 10-step plan of analysis that incorporates the major elements of propaganda. Identify any **FIVE (5)** of the 10 steps of this propaganda analysis and explain why you think Jowett and O'Donnell used them as a basis to evaluate propaganda.

(10 marks)

3. There are six agents of socialisation in the formation of public opinion. Which **FOUR (4)** do you think are the most influential and why?

(12 marks)

4. (a) Define persuasion. (3 marks)

   (b) Analyse the following scenario:

   Ritchie and Cassidy (both living in Kuala Lumpur) are making plans for a short break. When deciding on a destination, are they going to opt for Ritchie's proposal to camp on Pangkor Island or for Cassidy's proposal to stay at a hotel and explore the historic city of Malacca? What do you think Ritchie and Cassidy will do to reach a decision on which destination to head to? In such a negotiation, there will be an interplay of argumentation, negotiation and compromise as Ritchie and Cassidy differ in their preferences.

   List down and briefly explain **THREE (3)** different uses of persuasion in the process of managing expectations and attitudes to amicably resolve the matter.

(15 marks)

5. What are the **THREE (3)** forms of propaganda? Provide relevant explanation for your answers. (10 marks)

PART B : ESSAY QUESTION (40 marks)
INSTRUCTION(S) : Answer **ONE (1)** question in this section.

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1. There are eight different types of technique commonly used in the dissemination of propaganda. Identify and discuss **FOUR (4)** of the eight techniques which you think are most effective in their use in Malaysia and explain why.

(40 marks)