



**FACULTY OF ARTS & EDUCATION
BACHELOR OF COMMUNICATION (HONS)**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM 2224 PRINCIPLES OF PERSUASION**
Trimester & Year : September – December 2023
Lecturer/Examiner : Steven K C Poh
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:
PART A (40 marks) : FOUR (4) short-answer questions. Answers are to be written in the Answer Booklet provided. Answer all Four (4) questions.
PART B (60 marks) : THREE (3) essay questions. Answers are to be written in the Answer Booklet provided. Answer all Three (3) questions.
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.

PART A

: SHORT-ANSWER QUESTIONS (40 marks)

INSTRUCTION (S)

: Answer all **FOUR (4)** short-answer questions. Write your answers in the answer booklet provided.

1. Define “proof” as it is used in the context of persuasion. And in terms of finding proof, what are the **Four (4)** questions to ask as advised by Lunsford and Ruskiewicz?
(10 marks)

2. Differentiate between **deductive reasoning** and **inductive reasoning**, illustrating the difference with an example for each reasoning.
(10 marks)

3. Briefly describe and discuss Plato’s dialogic approach to persuasion, using an example to illustrate your answer.
(10 marks)

4. 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. Provide examples to support your answer.
(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 marks)

INSTRUCTION (S) : Answer all **THREE (3)** essay 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. State and describe the **Four (4)** strategies as well as provide 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 five stages leading to the ultimate purchase. Pick a product to explain and illustrate all the **Five (5)** stages and the tasks a persuader must do to influence the purchase.
(20 marks)
3. 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)** examples she introduced when discussing meaning.
(20 marks)

END OF PAPER