

**FINAL EXAMINATION****FOUNDATION IN ARTS****COURSE : PERSUASIVE COMMUNICATION****COURSE CODE : COM1014****DURATION : 2 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **FOUR (4)** parts : PART A (30 questions)
: PART B (20 questions)
: PART C (3 questions)
: PART D (1 question)
2. Answer **ALL** questions from PART A, B, C and **ONE (1)** question from PART D in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD/PASSPORT NO : _____**ID. NO. :** _____**LECTURER :** _____**SECTION :** _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*This question booklet contains of 12 printed pages including the front pages*

PART A: MULTIPLE CHOICE

Answer ALL questions.

1. A trust speaker begins a presentation by sharing a personal success story to gain audience.

This strategy mainly strengthens _____.

- A. ethos
 - B. logos
 - C. coercion
 - D. manipulation
2. Which situation **BEST** reflects persuasive communication?
- A. Monitoring student attendance records.
 - B. Sharing examination dates with students.
 - C. Encouraging classmates to support a charity event.
 - D. Directing employees to follow overtime instructions.
3. A persuasive message is **MOST** effective when the communicator _____.
- A. evades supporting evidence.
 - B. disdains audience reactions.
 - C. uses the same strategy for all audiences.
 - D. comprehends audience attitudes and values.

4. A political advertisement uses dramatic music and emotional visuals rather than detailed facts.

This mainly reflects _____.

- A. logical reasoning
 - B. central route persuasion
 - C. peripheral route persuasion
 - D. intrapersonal communication
5. Which of the following **BEST** demonstrates ethical persuasion?
- A. Omitting facts to gain agreement.
 - B. Using deceptive emotional appeals.
 - C. Compelling audiences to accept ideas.
 - D. Presenting truthful information equitably.

6. In persuasive communication, audience analysis enables communicators to _____.
- A. diminish audience participation.
 - B. condense the need for message planning.
 - C. contempt communication barriers completely.
 - D. adapt persuasive strategies to audience needs.
7. Which persuasive appeal mainly focuses on credibility?
- A. Ethos
 - B. Logos
 - C. Pathos
 - D. Credibility
8. A negotiator seeks outcomes that benefit all parties involved. This approach is known as _____.
- A. conflict avoidance
 - B. mutual-gain negotiation
 - C. competitive negotiation
 - D. defensive communication
9. Which statement **BEST** describes non-verbal communication?
- A. Communication expressed through written text only.
 - B. Communication focused on numerical information and data.
 - C. Communication delivered deprived of audience participation.
 - D. Communication conveyed through gestures and facial expressions.
10. According to the Elaboration Likelihood Model, the central route occurs when audiences _____.
- A. rely primarily on the attractiveness of the source.
 - B. engage in careful evaluation of message arguments.
 - C. accept messages without processing the content deeply.
 - D. base judgments mainly on emotional cues rather than logic.
11. Which of the following **BEST** represents interpersonal communication?
- A. Reading a magazine silently.
 - B. Self-reflection before sleeping.
 - C. Writing personal notes privately.
 - D. Talking with a lecturer after class.

12. A national beverage brand launches an advertising campaign where its core slogan is integrated across television spots, social media feeds, and radio spots over a six-month period.

From a psychological perspective, this strategy primarily leverages which mechanism to shift consumer attitudes?

- A. Message inoculation via structural isolation.
- B. Chronic accessibility via message redundancy.
- C. Reactance mitigation through selective exposure.
- D. Cognitive restructuring through narrative refutation.

13. During a public health crisis, a spokesperson delivers an emergency briefing. The speaker maintains a composed demeanour, cites peer-reviewed epidemiological data, and transparently acknowledges the limitations of current local data.

This approach is designed to optimize which dimension of source rhetoric?

- A. Attitudinal alignment through systematic confirmation bias.
- B. Perceived source credibility via expertise and trustworthiness.
- C. Assertive compliance-gaining through authoritative aggression.
- D. Strategic impression management through behavioural manipulation.

14. In communication theory, what is the primary conceptual distinction between persuasion and alternative forms of social influence?

- A. Persuasion eliminates the target's cognitive agency to fast-track decision-making.
- B. Persuasion relies on systemic structural coercion to guarantee behavioural compliance.
- C. Persuasion targets the voluntary modification of internal attitudes, beliefs, or behaviours.
- D. Persuasion depends entirely on punitive institutional frameworks to enforce alignment.

15. Which of the following scenarios best exemplifies the application of instructional persuasion within an organizational setting?

- A. An employee independently reading the company's annual corporate social responsibility report during a break.
- B. A human resource management system automatically logging and auditing daily remote-work connectivity logs.
- C. A corporate trainer using scaffolded feedback to guide junior executives into adopting a collaborative leadership methodology.
- D. A compliance officer issuing a mandatory directive regarding updated data-privacy regulations backed by disciplinary warnings.

16. According to Constructivist communication theory, two individuals can listen to the exact same political speech but arrive at radically opposing conclusions regarding the speaker's motives.

This variance is best explained by which premise?

- A. The linear transmission efficiency of the communication channel varies by recipient.
- B. Longer messages naturally degrade the syntactic clarity of structural arguments.
- C. Audience demographic disparities dictate absolute limits on information memorization capacity.
- D. Meaning is actively generated through individual cognitive schemata and interpretive frameworks.

17. During a university seminar on environmental policy, a student initially favours deregulation. However, after systematically analysing a series of statistical meta-analyses and structural economic models presented by an opponent, she shifts her position.

According to the Elaboration Likelihood Model (ELM), this attitudinal shift occurred through which mechanism?

- A. Affective priming via emotional narrative alignment.
- B. Behavioural adaptation driven by non-verbal immediacy cues.
- C. Peripheral route processing triggered by source liking heuristics.
- D. Central route processing characterized by high cognitive elaboration.

18. An executive delivers a presentation celebrating team performance, but does so while looking down at the floor, crossing their arms tightly, and speaking in a flat, monotone voice.

What is the likely impact on the audience's reception of the message?

- A. Enhanced message retention due to the elimination of visual distractions.
- B. Increased perceived professionalism through emotional restraint and isolation.
- C. Reduced persuasive efficacy caused by contradictory verbal and non-verbal cues.
- D. Optimized cognitive processing resulting from a lower information-delivery rate.

19. According to Social Judgment Theory, an individual who holds a highly polarized, deeply entrenched ideology on a social issue will typically exhibit _____.
- A. a narrow latitude of acceptance and a widened latitude of rejection.
 - B. a total elimination of the latitude of rejection due to cognitive flexibility.
 - C. a broad latitude of acceptance and a minimized latitude of non-commitment.
 - D. a total elimination of the latitude of rejection due to cognitive flexibility.
20. An agency designing an anti-smoking campaign creates fast-paced, high-energy video content for social media platforms to target adolescents, while publishing narrative-driven medical case studies in print magazines for older demographics.
- This campaign design illustrates _____.
- A. monopolistic message control achieved through media convergence.
 - B. coercive behavioural modification through psychological manipulation.
 - C. intrapersonal boundary management across conflicting communication networks.
 - D. micro-targeted audience adaptation based on psychographic and demographic analysis.
21. Information-Integration Theory (Anderson) conceptualizes attitude change as a mathematical function of which two primary variables?
- A. The balance between automatic peripheral cues and structural logical proofs.
 - B. The emotional intensity of a narrative and the frequency of message delivery.
 - C. The source's institutional power and the receiver's level of psychological resistance.
 - D. The valence (direction) and weight (credibility) of newly acquired informational stimuli.
22. Which of the following elements within a persuasive presentation relies primarily on the rhetorical proof of logos?
- A. A poignant personal narrative describing an individual's struggle with poverty.
 - B. A comparative analysis of quarterly economic growth rates supported by lapse data.
 - C. The strategic use of dramatic pauses and varied vocal inflections to convey urgency.
 - D. The speaker's extensive list of academic credentials and professional certifications.

23. A corporate mediator maintains steady eye contact, utilizes open-palm gestures, and stands uncrossed during a high-stakes labour negotiation.

These behaviours primarily influence to _____.

- A. written statement.
- B. non-verbal message.
- C. informative message.
- D. intrapersonal message.

24. A political candidate is preparing for a town hall meeting with a highly sceptical, mixed-ideology audience.

To maximize persuasive impact, which communicative strategy should the speaker prioritize?

- A. Minimizing non-verbal immediacy to maintain professional distance.
- B. Adhering strictly to a pre-drafted manuscript to ensure message control.
- C. Utilizing highly technical jargon to establish unquestioned cognitive authority.
- D. Monitoring and adapting to real-time audience feedback and non-verbal cues.

25. A marketing firm produces a charity campaign featuring close-up imagery of neglected animals accompanied by sombre orchestral music.

Which classical rhetorical strategy is being explicitly deployed?

- A. Ethos
- B. Logos
- C. Kairos
- D. Pathos

26. While preparing for an upcoming performance review, an employee mentally rehearses their arguments, anticipates potential criticisms from management, and consciously rationalizes their career goals.

This internal cognitive process represents _____.

- A. macro-level public communication.
- B. high-density mediated group dynamics.
- C. transactional interpersonal communication.
- D. intrapersonal communication and cognitive processing.

27. Why is the evaluation of receiver feedback considered as an essential component of strategic circular communication models?
- A. It helps to adjust strategies un communication effectively.
 - B. It completely overrides the presence of environmental or psychological noise.
 - C. It guarantees that the receiver will reach absolute cognitive alignment with the sender.
 - D. It provides real-time data allowing the sender to regulate and refine message encoding.
28. Under what condition does an academic debate transition from a purely informative exchange of ideas to an active exercise in persuasion?
- A. When speakers refuse to acknowledge or adjust to the demographic makeup of the auditorium.
 - B. When the discussion focuses on attacking a person's character instead of their ideas or arguments.
 - C. When speaker employs advanced logical reasoning and real evidence to alter the audience's belief.
 - D. When debaters deliberately ignore opposing viewpoints to maintain absolute message consistency.
29. What is the foundational operational divergence between a persuasive act and a coercive act?
- A. Coercion relies on logical proofs, whereas persuasion relies on emotional manipulation.
 - B. Persuasion systematically strips away consumer choice through institutional legal structures.
 - C. Coercion aims exclusively at long-term attitudinal alignment without behavioural compliance.
 - D. Persuasion requires the receiver's free cognitive assent, whereas coercion relies on the explicit or implicit threat of force.
30. From a normative communication ethics perspective, which of the following practices constitutes unethical persuasion?
- A. Framing complex statistical data in a clear, accessible manner for a lay audience.
 - B. Deploying strong logical arguments that directly challenge an audience's cultural worldview.
 - C. Constructing fabricated expert testimonials to exploit consumer informational vulnerabilities.
 - D. Highlighting positive product attributes while legally disclosing known performance limitations.

(TOTAL: 30 MARKS)

PART B: TRUE/FALSE

Read each statement carefully and choose whether it is TRUE or FALSE.

1. Persuasive communication is fundamentally distinguished from informative communication by its intentional design to modify or reinforce an audience's internal attitude architectures and subsequent behaviours. True / False
2. Under normative communication ethics, a persuasive strategy remains ethical even if it utilizes intentional data distortion, provided the ultimate outcome benefits the audience. True / False
3. According to the Elaboration Likelihood Model (ELM), attitude modification via the peripheral route is driven primarily by rigorous cognitive scrutiny of an argument's core merits. True / False
4. In strategic public speaking, thorough audience analysis is rendered unnecessary if the speaker possesses high institutional authority or unquestioned subject-matter expertise. True / False
5. In communication taxonomy, the term "verbal communication" refers exclusively to oral speech acts, completely excluding written or symbolic text. True / False
6. When a speaker's verbal message contradicts their non-verbal behaviour, receivers typically rely on the non-verbal cues to interpret the speaker's true intent and credibility. True / False
7. For an academic debate to transition from an informative exchange to a persuasive exercise, participants must utilize structured reasoning and empirical evidence to alter the opposing belief system. True / False
8. Constructivist communication theory posits that due to universal linguistic codes, a homogeneous mass audience will decode an identical message with near-perfect interpretative uniformity. True / False
9. Source credibility is defined as perceived expertise and trustworthiness where it functions as a powerful communication asset that systematically reduces audience psychological resistance. True / False
10. The widespread deployment of pathos in contemporary commercial advertising operates on the premise that affective

emotional responses can drive consumer behaviour faster than rational data evaluation.

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| 11. | Intrapersonal communication models analyse the semantic encoding, decoding, and feedback loops that occur exclusively between two or more interacting individuals. | True / False |
| 12. | Deceiving an audience by presenting fabricated statistics constitutes a legitimate form of adaptive message framing, provided the speaker's overarching intent is benevolent. | True / False |
| 13. | Public speaking serves as a formalized platform for persuasive communication when an individual uses a structured oral presentation to deliberately influence a gathered audience's worldview. | True / False |
| 14. | Pre-existing audience values and institutional resistance act as neutral environmental variables that rarely affect the final outcome of a logically sound persuasive communication. | True / False |
| 15. | The rhetorical proof of <i>logos</i> relies primarily on the speaker's academic credentials, moral character, and reputation to validate the message's central claims. | True / False |
| 16. | Strategic negotiation frameworks explicitly exclude persuasive communication techniques, relying instead on structural leverage and economic hard power to mandate compliance. | True / False |
| 17. | Oculestic behaviours, such as maintaining direct eye contact, function as a crucial non-verbal heuristic that significantly alters perceived trustworthiness during an oral presentation. | True / False |
| 18. | Information-Integration Theory explains that people form attitudes by evaluating and combining new information based on its importance and personal meaning. | True / False |
| 19. | Persuasive writing is effective in influencing behaviour because written communication can encourage the same deep-thinking process as spoken communication. | True / False |
| 20. | Coercion and persuasion are theoretically identical influence methods, as both rely on the preservation of the receiver's voluntary cognitive activity to achieve behavioural orientation. | True / False |

(TOTAL: 20 MARKS)

PART C: SHORT STRUCTURED

Write the correct answer for the following questions.

QUESTION 1

In communication theory, an effective persuader must build strong source credibility (ethos) to influence an audience.

- a) Identify and explain **TWO (2)** core components of credibility that a speaker must establish.

(4 marks)

- b) Provide a brief, real-world example for each component to show how a speaker builds it.

(4 marks)

QUESTION 2

A public relations team is designing a campaign to convince young drivers to stop using their mobile phones while driving.

- a) Compare how the campaign would differ when using logical appeals (logos) and emotional appeals (pathos).

(6 marks)

- b) Explain why maintaining ethical communication is essential when trying to persuade an audience in this context.

(3 marks)

QUESTION 3

During a high-stakes corporate presentation, a speaker's verbal messaging says one thing, while their kinetic and vocalic behaviours display another. Using communication theory, describe how verbal and non-verbal communication systems interact to determine the overall persuasive impact, and explain what happens when these two channels contradict each other

(8 marks)

(TOTAL: 25 MARKS)

PART D: ESSAY

Choose ONE (1) of the following questions and write the answer.

- a) Your university has introduced a new policy requiring all students to attend compulsory digital literacy workshops before they are allowed to sit for final examinations. However, many students strongly oppose the policy, arguing that it increases their workload and interferes with their revision time.

As a student leader, you are required to persuade your peers to accept and actively participate in the workshops by applying the Constructivist Theory of Persuasion.

Discuss how you would construct a persuasive communication strategy based on Constructivist Theory of Persuasion to influence your peers' attitudes and behaviour toward the policy. Your answer must include relevant principles of the theory and appropriate persuasive techniques supported with examples from the situation.

(25 marks)

- b) In a university setting, final-year students are required to complete a group project that contributes significantly to their overall grade. However, it is observed that some students demonstrate inconsistency between their stated belief that "academic success requires teamwork and equal contribution" and their actual behaviour, where they allow one or two group members to complete most of the work.

A lecturer, aware of this inconsistency, designs a persuasive intervention by reminding students of their previously expressed commitment to fairness, responsibility, and academic integrity during the course orientation. The lecturer also encourages students to reflect on how their current behaviour aligns with their self-image as responsible university students.

Based on the situation above, discuss how Consistency Theory explains the students' attitude and behaviour change in response to the lecturer's persuasive intervention. Your answer must include relevant theoretical explanation and application to the situation provided.

(25 marks)

(TOTAL: 25 MARKS)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER