



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**SECOND SEMESTER RESIT EXAMINATION: JUNE, 2018**

**DEPARTMENT OF COMMUNICATION STUDIES**

**COMS 305: SOCIAL PSYCHOLOGY**

**TIME ALLOWED: THREE (3) HOURS**

**LEVEL 300**

**ANSWER ANY THREE (3) QUESTIONS IN THE ANSWER BOOKLET**

**ALL QUESTIONS CARRY EQUAL MARKS**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE  
INVIGILATOR.**

**LECTURER: DR RANSFORD ANTWI**

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ANSWER ANY THREE (3) QUESTIONS IN THE ANSWER BOOKLET

- ✓ 1. Discuss, with examples, the three elements that affect attitude change through self-persuasion. (20 marks)
- ✓ 2. Discuss, with appropriate examples, five (5) source factors that can enhance persuasive communication.
- ✓ 3. Discuss, with examples, four (4) tools of propaganda.
4. Design an imaginary advert using Common People's Appeal.
5. Discuss four (4) conditions that may provide fertile grounds for stimulation or suggestion to operate.

Reactance Explain any five (5) cards  
Forewarning  
Selective avoidance  
Counter arguments  
Individual differences  
Cognitive dissonance