



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CPR 4105-1

**COURSE TITLE: PUBLIC OPINION AND
PROPAGANDA**

DATE: 6/12/ 2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over*

QUESTION ONE

- a). Define the concept “mass society” **(5MKS)**
- b). Briefly explain why knowledge of the mass society facilitates your understanding of public opinion. **(5MKS)**
- c). Describe the origin and nature of mass society **(5MKS)**
- d). How does this course/unit benefit you as a student of communication and public relations? **(5MKS)**

QUESTION TWO

Discuss the role of media in persuasion and public opinion. **(15MKS)**

QUESTION THREE

Using examples, discuss the concept of propaganda and its role in shaping public opinion **(15MKS)**

QUESTION FOUR

- a). What are fallacies in propaganda? **(2MKS)**
- b). Discuss any one mass society theory, stating its relevance in the contemporary world **(13MKS)**

QUESTION FIVE

- a). What is agenda setting? **(3MKS)**
- b). Explain the role of agenda setting in communication. **(15MKS)**

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