



Queen Margaret University
EDINBURGH

SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT
DIVISION OF MEDIA, COMMUNICATION & PERFORMING ARTS

LEVEL 3 DIET 1

MODULE CODE: I3170

MODULE TITLE: Persuasive Communication

<u>DATE: 14/12/2015</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 120 mins</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

A video clip will be played to candidates prior to the 5 minute reading time.

PAPER SETTER: Ann Turner

I3170 Persuasive Communication

Exam question December 2015 (50%) 2 hours duration:

Critically analyse Barnardo's life story of Michael a TV advert from 2011.

<https://www.youtube.com/watch?v=DAYLh09JxJE>

How does the campaign draw on relevant persuasive, psychological, public relations and communication theories to make it persuasive? With reference to relevant theoretical constructs and ideas, how could this campaign be adapted/extended or changed to strengthen or increase its persuasiveness?

Your discussion is likely to focus on elements such as sender characteristics, channel and message.

The marking criteria for the assignment is –

- Evidence of critical analysis of the case study drawing on theoretical concepts and frameworks introduced on the module to understand the persuasive processes and effects
- Development of a clear and structured argument
- Evidence of reading and knowledge and use of critical sources to build an argument
- Clarity of communication
- Style and accuracy (including use of the Harvard referencing system)