



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: 07/12/2017</u>	<u>TIME: 9.30AM</u>
<u>WRITING TIME: 120 minutes</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Video played at beginning of exam before the 5 minute reading time

PAPER SETTER: Ann Turner

MATRICULATION NUMBER: _____

I3170 Persuasive Communication

Exam question December 2017 (50% of module mark):

Critically analyse the campaign film from 2017 'Hugs' from NHS Blood and Transplant (NHSBT) about organ donation.

<https://www.youtube.com/watch?v=ovt1oGrrOEg>

How does the campaign draw on relevant persuasive, psychological, public relations and communication theories to be persuasive? And again drawing on persuasive theory how could it be made more persuasive?

Your analysis should focus on the campaign film, but it will be useful to provide the wider context for this campaign by analysing the webpages too

<https://www.nhsbt.nhs.uk/>

Your discussion on persuasive techniques underpinning the text is likely to focus on elements such as sender characteristics, channel and message.

The marking criteria for the exam are –

- 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)

End of Exam