



Queen Margaret University
EDINBURGH

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

LEVEL 2 DIET 1

MODULE CODE: I3170

MODULE TITLE: Persuasive Communication

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| <u>DATE: 09/12/2016</u> | <u>TIME: 9.30AM</u> |
| <u>WRITING TIME: 120 mins</u> | <u>READING TIME: 5 minutes</u> |

INSTRUCTIONS:

Video played before exam starts of selected case study

PAPER SETTER: Ann Turner

First Diet Exam Question December 2016

Weighting 50% 2 hour duration

Drawing on relevant scholarly views and theories as your evidence critically analyse the British Heart Foundation tv campaign: 'Heart disease is heartless' <https://www.bhf.org.uk/about-us/contact-us/our-campaign>

How does the campaign draw on relevant persuasive, psychological, public relations and communication theories to be persuasive? The Advertising Standards Authority received a record number of complaints about the advert. (<http://thirdforcenews.org.uk/tfn-news/hundreds-complain-about-charity-tv-advert>) Why do you think that was? And what persuasive strategies could the British Heart Foundation have used to make the campaign more persuasive?

Your discussion 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 Paper