



"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES THEOLOGY HUMANITIES AND
EDUCATION**

Humanities Department

HEC 402: COMMUNICATION AND ADVERTISING

END OF 2nd SEMESTER FINAL EXAMINATIONS

APRIL 2018

LECTURER: J. CHITAKATIRA

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **three** questions.
2. Credit will be given for neat, well-written and lucid work.
3. Write legibly.
4. All questions carry equal marks.

Question 1

Define advertising fully paying close attention advertising as a communicative process. (20 marks)

Question 2

Discuss the ways in which communication principles inform advertising. (20 marks)

Question 3

Explain advertising as persuasive use of language using suitable examples. (20 marks)

Question 4

Advertising should be banned! Discuss this position critically. (20 marks)

Question 5

Examine the persuasive use of language in political campaigns or religious crusades using concrete examples. (20 marks)

Question 6

Explain the different types of advertising media paying close attention to their strengths and limitations.

(20 marks)

End of paper