



**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION**

**MJS1107: Political Communication and Political Advertising**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2025**

**LECTURER: DR. W. GADZIKWA**

**DURATION: 3 HOURS**

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***INSTRUCTIONS***

1. This paper contains **TWO** sections (Section A and Section B).
  2. Section A is **COMPULSORY**.
  3. Answer **ANY TWO (2) questions** from Section B.
  4. Start each question on a new page in your booklet.
  5. Credit will be awarded for logical, systematic and neat presentation
  6. Do not repeat material.
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## SECTION A: COMPULSORY

**INSTRUCTION:** *Answer Question 1.*

### Question 1

Design a political communication campaign for a hypothetical candidate or party, including a clear message, target audience, and media strategy. **[40 marks]**

## SECTION B

**INSTRUCTION:** *Answer ANY TWO (2) questions.*

### Question 2

Discuss with the use of clear examples the primary goal of political communication? **[30 marks]**

### Question 3

Outline the importance of **any three** of the following concepts in political communication

- Framing
- Persuasion
- Propaganda
- Manipulation **[30 marks]**

### Question 4

Discuss the challenges of using social media in political communication, including the spread of misinformation and disinformation. **[30 marks]**

### Question 5

Analyse the impact of technology on political communication, including the rise of social media and online advertising.

**[30 marks]**

**END OF PAPER**

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