TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION- A

BMC 4204 : INTRODUCTION TO PSYCHOLOGY FOR MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES:AUGUST2016

TIME:2HOURS

DATE: Pick DateAug2016

Instructions to Candidates
You should have the following for this examination
-*Answer Booklet, examination pass and student ID*
This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

Question ONE

1. (a) Define psychology   (2mks)

(b) Explain THREE importance of community psychology in our society   (6mks)

(c) Elaborate THREE main characteristics of Behaviourist Perspective/Approach to Psychology   (6mks)

(d) Explain TWO problem solving skills used in conflict resolution   (6mks)

(e) Elaborate THREE ways in which psychology can be used to enhance information relayed to audeinces
through the mass media   (4mks)

(f) Highlight THREE levels of personality   (6mks

Section B

Question TWO

Katana, a student at Elimu University is unhappy with his academic progress. He has been performing poorly to the extent that he is required to repeat some units. Giving relevant examples, discuss how he uses FIVE defense mechanisms developed by Sigmund Freud to cope with anxiety caused by these problems.   (20mks)

Question THREE

Psychology can be sued to frame mass communication messages in order to influence audiences' views about an issue. Giving relevant examples, discuss FIVE techniques advertisers use to influence audiences' views. (20mks).

Question FOUR

The media plays a critical role in setting the agenda of audiences. Dan, a student at TUM argues that though the media may set the agenda for audiences, the opinion of audiences is not solely determined by the media. Basing your argument on Agenda Setting Theory, discuss FIVE ways through which the media frames messages. Give relevant examples. (20mks).

Question FIVE

Social Learning Theory states that people learn by watching what others do. Giving relevant examples, discuss how each of this elements influences our behavior:

i)	Attention	(5mks)
ii)	Retention	(5mks)
iii)	Reproduction	(5mks)
iv)	Motivation	(5mks)