



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BACHELOR OF BROADCAST JOURNALISM

HMC 4204 : INTRODUCTION TO PSYCHOLOGY FOR MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- (a) Explain TWO ways in which psychology influences mass communication in our society today. (4 marks)
- (b) Elaborate THREE levels of the unconscious mind which shape an individual's personality. (6 marks)
- (c) Man is a social being. Explain TWO factors that affect social behaviour. (4 marks)
- (d) Elaborate TWO traits of Dominant personality and explain how one can manage each in order to interact with others effectively. (6 marks)
- (e) Analyse THREE roles of a community psychologist. (6mks).
- (f) Explain TWO ways you can utilize negotiation skills to promote effective communication among employees. (4mks)

Question TWO

Psychologists argue that our upbringing and childhood experiences influence our ability to express ourselves. Giving relevant examples, explain how classical conditioning and operant conditioning can be used to develop good communication skills. (20 marks)

Question THREE

At TUM, students to cope with anxiety of passing examinations differently. Giving relevant examples, discuss how you can use FIVE defense mechanisms developed by Sigmund Freud to overcome this problem. (20 marks)

Question FOUR

Conflict between people cannot be avoided. Basing your answer on FIVE conflict management strategies, explain how they can be applied to resolve conflict between classmates in your department. (20mks)

Question FIVE

Michael is under a lot of peer pressure from his friends to engage in smoking cigarettes. Basing your argument on Social Learning Theory, discuss FIVE ways through which he can learn about the health hazards of engaging in this negative practice. (20mks)