



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

BMC 4204 : 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 impacts of psychology on mass communication. (4 marks)
- (b) Elaborate TWO ways in which the Id and Super Ego come into conflict. (4 marks)
- (c) Analyze TWO benefits of using negotiation as a problem solving method. (4 marks)
- (d) Explain TWO main characteristics of humanistic approach / perspective of psychology. (4 marks)
- (e) Elaborate TWO types of personalities as stated by Eysenck one can come across in our society. (4 marks)
- (f) Highlight THREE challenges a community psychologist would experience in relaying information to people using vernacular radio stations. (6 marks)
- (g) Explain TWO ways through which social media can be used to tackle mental health by creating its awareness to the public. (4 marks)

Section B: Answer TWO Questions only

Question TWO

Settling in a new environment often proves to be difficult for students in their first year of campus. Giving relevant examples, discuss how they may utilize FIVE defense mechanisms developed by Sigmund Freud to cope with this problem. (20mks)

Question THREE

Gen Z strongly rejected the then proposed Finance Bill 2024 by marching in streets. Basing your argument on the Cognitive Dissonance theory, discuss how some failed to accept the outcomes of the protest because of their views on this issue. (20 marks)

Question FOUR

Behavioural psychologist argue that all behaviour is learnt and interactions we have with the environment makes a person who he/she is. Giving relevant examples, discuss FIVE importance of social behaviour. (20mks).

Question FIVE

Communication plays an important role in conflict resolution. Giving relevant examples, discuss FIVE methods of conflict resolution that can be used to solve a disagreement. (20 marks).