



**MAASAI MARA UNIVERSITY**  
**REGULAR UNIVERSITY EXAMINATIONS**  
**2022/2023 ACADEMIC YEAR**  
**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**  
**B.A LANGUAGE AND COMMUNICATION**  
**(CORPORATE COMMUNICATION) & B.ED**

**COURSE CODE : LAC 1214-1**  
**COURSE TITLE : PSYCHOLOGY OF**  
**COMMUNICATION**

**DATE: 21/4/2013**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory  
Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over*

### **QUESTION ONE**

- a. Discuss the social effects of the media with home grown examples. (10 marks)
- b. Elucidate the concept of the audience in media and the different approaches of looking at the media audiences. (10 marks)

### **QUESTION TWO**

Using illustrations discuss the various types of propaganda as forms of communication. (15 marks)

### **QUESTION THREE**

- a. Explain the impact of mass media on society basing your arguments of the following theories: (10 marks)
- i. Two-step flow theory
  - ii. Hypodermic needle theory

b. Providing examples, show the various applications of psychology of communication. (5 marks)

### **QUESTION FOUR**

- a. Explain the relevance of research methods used in media psychology. (10 marks)
- b. State three criteria a scientific research should meet. (5 marks)

### **QUESTION FIVE**

- a. Briefly explain the relationship between psychology and the media. (5 marks)
- b. Explain the process of perception. (6 marks)
- c. Define the following concepts as used in media psychology: (4 marks)
- i. Behavior
  - ii. Variable
  - iii. Attitude
  - iv. Social psychology

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