



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CPR 1204-1

**COURSE TITLE: PSYCHOLOGY OF MASS
COMMUNICATION**

DATE: 25/4/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer question 1 (Compulsory). Choose any other TWO questions.

Question One (20 Marks)

- a) Explain why psychology is crucial in communication **(5mks)**.
- b) Discuss the strengths and weaknesses of Jean Piaget's theory **(5mks)**.
- c) How are women portrayed in media? **(5mks)**.
- d) Explain why prosocial media is important to the society **(5mks)**.

QUESTION 2

- a) Mention 4 key concepts of cognitive dissonance theory **(5mks)**.
- b) Demonstrate how Kelman's theory can be used to launch successful campaigns **(10mks)**.

QUESTION 3

- a) Discuss the effects of exposure of sex materials to children **(10mks)**.
- b) Mention any 5 remedies of media portrayal of sexuality **(5mks)**.

QUESTION 4

Discuss the importance of media for candidates during political campaigns **(10mks)**.

QUESTION 5

- a) Describe the acquisition of violent behaviour using the social learning theory **(10mks)**
- b) Suggest 4 ways of protecting children from violent media **(5mks)**.

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