



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SCHOOL OF ARTS AND SOCIAL SCIENCES BACHELOR OF COMMUNICATION & PUBLIC RELATIONS

COURSE CODE: CPR 1208

**COURSE TITLE: PSYCHOLOGY OF
COMMUNICATION**

**DATE: 25TH APRIL, 2019
1030 HR**

TIME: 0830 -

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory

- Answer any other **TWO** questions

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

Question One (Compulsory)

- a) Using examples, explain the following concepts in as applied to psychology of human communication
- i) Sensory adaptation
 - ii) Eye contact
 - iii) Body language
 - iv) Tonal variation
 - v) Psychological selectivity **(10 marks)**
- b) Explain FIVE barriers to human communication **(10 marks)**
- c) Identify FIVE factors that influence human perception **(10 marks)**

Question Two

- a) Explain THREE hypothetical memory levels according to Atkinson and Shiffrin (1968) and how they influence human communication **(10 marks)**
- b) Analyze FIVE ways of improving memory in human beings **(10 marks)**

Question Three

- a) Using examples, differentiate between linguistic determinism and linguistic relativism as applied in the psychology of human communication **(5 marks)**
- b) Illustrate and explain the basic communication model of a complete communication process **(15 marks)**

Question Four

- a) Define motivation **(2 marks)**

b) Give FOUR roles of motivation in communication processes (8 marks)

c) In order to understand human motivation and communication processes, one needs to know characteristics of motivated behaviors. Explain FIVE characteristics of motivated behaviors (10 marks)

Question Five

Persuasion is one way of changing attitudes, hence human interactions in people. Explain FIVE factors that affect persuasion in enhancing or hindering attitudinal changes in people

(20 marks)

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