



(Knowledge for Development)

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 400**

**COURSE TITLE: PUBLIC RELATIONS PSYCHOLOGY**

**DATE: 12<sup>TH</sup> JANUARY, 2022**

**TIME: 8.00 - 10.00AM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

### **QUESTION ONE - COMPULSORY (30 MARKS)**

#### **EITHER**

- a) With an example in each case, distinguish the following concepts:
- i. Persuasion and propaganda (4 marks)
  - ii. Media and publicity (4 marks)
  - iii. Psychological noise and physiological noise (4 marks)
  - iv. Thought and memory (4 marks)
- b) Describe the relationship between Public Relations and Psychology. (6 marks)
- c) Highlight four roles of Public Relations in society. (4 marks)
- d) Describe how you are able to recall the roles of Public Relations you learnt two years ago in 'c' above. (4 marks)

#### **OR**

- a) What is public relations Psychology? (5 marks)
- b) As a PRO of the Ministry of Health, demonstrate, using a relevant theory how you will mobilize people to get COVID - 19 vaccine in large numbers. (15 marks)
- d) Discuss the link between Public Relations and Psychology. (10 marks)

### **QUESTION TWO (20 MARKS)**

Neurolinguists have argued that language determines thought and thought determines peoples' cultures, behaviors and actions. Using Edward and Sapir's linguistic Determinism theory, explain how a Public Relations practitioner would effectively use the theory to influence change for the achievement of their organizational goals.

### **QUESTION THREE (20 MARKS)**

- a) Describe how Edward Bernays campaigned for the American Tobacco Company in 1920's to successfully influence change for the company's gain. (10 marks)
- b) You are the Public Relations officer in charge of a local sugar company that has collapsed due to mismanagement of funds and poor leadership. You have been asked by the management to come up with a strategy to redeem the image of the company in an upcoming public event. Explain the five persuasive tools you will employ in this exercise. (10 marks)

### **QUESTION FOUR (20 MARKS)**

Examine Everett Rodgers' Diffusion of Innovation theory and explain how it can be applied by Public Relations practitioners in higher learning institutions.

**QUESTION FIVE (20 MARKS)**

Modern Technological advancement has become a blessing and a curse to the Public Relations industry. Discuss.

**QUESTION SIX (20 MARKS)**

Examine *Cambridge Analytica* exposed and discuss strategies used to sway the public opinion.