



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

AEN 113: PSYCHOLOGY OF COMMUNICATION

Date: 1st December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. A) Language endows human communication with the properties of semanticity, generativity and displacement (Krauss, 2002). Discuss how each contributes to human communication. (15 Mks)

B) Explain how the timing of information and the content of the messages we receive influence perception (15Mks)
2. Distinguish the Encoding- Decoding paradigm from the Perspective -Taking paradigm of communication (20 Mks)
3. Describe the components of the self-concept and how they contribute to the construction of meaning in communication (20Mks)
4. A) Distinguish self concept from self image

B) Explain how social comparison theory and self-discrepancy theory influence self-perception (20Mks)
5. A) Describe the perception process.
B) Explain 3 ways through which communication enhances perceptual accuracy? (20Mks)