

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023
(First Semester)

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

MEDIA PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which is the fourth pillar of democracy in India? 1. Media 2. Judiciary 3. Executive 4. Legislature	K1	CO1
	2	What is the minimum qualification required to become media psychologist in India? 1. Undergraduate in Psychology 2. Masters in psychology 3. Undergraduate in literature 4. Masters in communication and media technology	K2	CO1
2	3	What are the five stages of group formation? 1. Storming, forming, norming, adjourning, performing 2. Performing, storming, norming, forming, adjourning 3. Forming, storming, norming, performing, adjourning 4. Adjourning, norming, forming, performing, storming	K1	CO2
	4	Who did the first experiment of group conformity in psychology? 1. Albert Bandura 2. Solomon Asch 3. Sigmund Freud 4. Jian Piaget	K2	CO2
3	5	Expand the abbreviation ABC as components of attitude formation. 1. Action, Behavior, Cognition 2. Action, Belief, Cognition 3. Affect, Behavior, Cognition 4. Affect, Belief, Cognition	K1	CO3
	6	Who gave the theory of reasoned actions? 1. Lazarus 2. Martin Fishbein and Icek Ajzen 3. Ronald Melzack and Patrick Wall 4. Richard Atkinson and Richard Shiffrin	K2	CO3
4	7	Which gender is mostly a victim of glass ceiling effect in workplace? 1. Malw 2. Female 3. Transgenders 4. Homosexuals	K1	CO4
	8	_____ is an of indirect violence. 1. Racism 2. Ukraine war 3. Communal war among Muslims and Hindus 4. Indo China war in the border	K2	CO5
5	9	Which of the following is not an influencing factor for prosocial behavior? 1. Sexist opinion 2. Relationship with others 3. Number of bystanders 4. Reciprocal altruism	K1	CO5
	10	To find the meaning of a secret message is called ____ 1. Encoding 2. Coding 3. Decoding 4. Subcoding	K1	CO1

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SECTION – B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the essence of affective disposition theory in understanding the psychology of audience.	K5	CO1
	(OR)			
	11.b.	In the contemporary world of modernization, discuss the role of media psychologist in bringing awareness for wiser use of media and technology.		
2	12.a.	Discuss the phenomenon of group social loafing and its impact on the productivity of the group.	K5	CO2
	(OR)			
	12.b.	Enumerate the significance of group cohesion and strategies to sustain it among the members.		
3	13.a.	Discuss a few effective ways to resist oneself from getting persuaded through media and advertisement.	K5	CO3
	(OR)			
	13.b.	Briefly discuss the underlying sources of an individual's attitude formation.		
4	14.a.	Critically analyze the tendency of stereotyping and its potential impact among the victims.	K5	CO4
	(OR)			
	14.b.	Highlight the role of media in exaggerating prejudice practices in society with appropriate examples.		
5	15.a.	Discuss a few strategies through which moral concepts such as altruism can be inculcated among adolescents using media.	K5	CO5
	(OR)			
	15.b.	List a few psychotherapies used as behavior modification techniques for individuals with social media addiction.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Narrate the history of media psychology and its contemporary structure.	K3	CO1
2	17	Elaborate the group decision making process and list a few barriers in effective group decision making.	K3	CO2
3	18	Discuss the biopsychosocial causes of attitude formation.	K5	CO3
4	19	Discuss the role of media in eradicating prejudice and stereotypical notions against the minorities and the marginalized groups of people.	K5	CO4
5	20	Critically analyze the role of media in promoting inclusivity in multicultural context.	K4	CO5

Z-Z-Z

END