

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025
(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	A theoretical hypothesis that says what people perceive as reality is actually an advanced, hyper-realistic computer simulation, possibly overseen by a higher being is called as? (a) Simulation theory (b) Assimilation Theory (c) Individual Differences Theory (d) Cognitive Dissonance Theory	K1	CO1
	2	In whose Play Theory is it mentioned that a child's play and intellectual development are keenly intertwined? (a) Jean Piaget's Play Theory (b) Froebel's Play Theory (c) Vygotskian Play Theory (d) Erikson's Play Theory	K2	CO1
2	3	Choose a real life example of social inhibition. (a) Mingling easily (b) Long period of latency (c) Playing with everybody (d) Talkative	K1	CO2
	4	Which among the following is a type of social facilitation? (a) Audience Effect (b) Media Effect (c) Catharsis Effect (d) Narcosis Effect	K2	CO2
3	5	Children who may be at risk for adjustment problems are showing signs of which kind of personality? (a) Personality extremity (b) Extrovert (c) Introvert (d) Non Cooperation	K1	CO3
	6	A process in which one person or entity tries to influence another person or group of people to change their beliefs or behaviors is called as? (a) Manipulation (b) Persuasion (c) Hesitation (d) Convincing	K2	CO3
4	7	List out one of the reason which is not a reason why human beings feel hatred towards others (a) Abuse (b) Mistreat (c) Betray (d) Love	K1	CO4
	8	An unfair and unreasonable opinion or feeling is called as? (a) Prejudice (b) Stereotype (c) Bias (d) Manipulation	K2	CO4
5	9	Which theory states that children will imitate and role play what they see, especially if the role model has prestige and social influence? (a) Social Learning Theory (b) Individual Differences Theory (c) Cognitive Dissonance Theory (d) Assimilation Theory	K1	CO5
	10	Who propounded the Male Gaze Theory? (a) Laura Mulvey (b) Gloria Steinem (c) Betty Freidan (d) Maya Angelou	K2	CO5

Cont...

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.	Outline the role of a media psychologist	K2	CO1
	(OR)			
	11.b.	What is the role of Theory of Play?		
2	12.a.	Discuss the functions of a group.	K3	CO2
	(OR)			
	12.b.	Explain social influence theory.		
3	13.a.	Describe aristotle's model of communication	K3	CO3
	(OR)			
	13.b.	Explain Theory of Reasoned Action.		
4	14.a.	Examine the causes and origin of prejudice.	K4	CO4
	(OR)			
	14.b.	Determine the role of social influence in reducing discrimination.		
5	15.a.	Elaborate the role of media in socialising children.	K5	CO5
	(OR)			
	15.b.	Discuss Freud's scopophilia?		

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	Discuss the history of media psychology	K4	CO1
2	17	Explain the theory of Social Influence with examples.	K4	CO2
3	18	Discuss the impact of Cognitive Dissonance Theory upon the audiences.	K5	CO3
4	19	Analyse the biased attributions for stereotypes prevailing in the society.	K5	CO4
5	20	Does the media re-inforce beauty ideals among women? Discuss.	K6	CO5