

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2026
(Second 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	The Elaboration Likelihood Model proposes that persuasion occurs through: (i) Emotional conditioning and observational learning (ii) Central route and Peripheral route (iii) Classical and Operant conditioning (iv) Implicit and Explicit memory systems	K1	CO1
	2	The central route to persuasion involves: (i) careful attention to message content (ii) using mental shortcuts (iii) relying only on emotions (iv) copying others' opinions	K2	CO1
2	3	Prejudice can best be described as: (i) an action against a group (ii) a positive reward (iii) a negative attitude toward a group (iv) a scientific theory	K1	CO2
	4	Recategorization reduces prejudice by: (i) increasing group differences (ii) creating a common identity (iii) promoting stereotypes (iv) encouraging competition	K2	CO2
3	5	One major role of a media psychologist is to (i) edit movies (ii) study audience behavior and media effects (iii) act in television shows (iv) design cameras	K1	CO3
	6	Affective Disposition Theory explains: (i) memory improvement (ii) why audiences like or dislike characters (iii) intelligence testing (iv) personality disorders	K2	CO3
4	7	Social media addiction is characterized by : (i) controlled and limited usage (ii) compulsive and excessive use (iii) complete avoidance of internet (iv) healthy time management	K1	CO4
	8	Media violence can result in: (i) aggression (ii) desensitization (iii) imitation of violent acts (iv) all of the above	K2	CO4
5	9	A stressor is: (i) the reaction to stress (ii) the cause of stress (iii) a coping strategy (iv) relaxation technique	K1	CO5
	10	Subjective well-being mainly includes: (i) income and education (ii) life satisfaction and emotional balance (iii) intelligence and memory (iv) personality traits only	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.	Differentiate the central route to persuasion and the peripheral route to persuasion with examples.	K3	CO2
		(OR)		
	11.b.	The role of social context that links attitude and behaviour.		
2	12.a.	Differentiate stereotyping, prejudice and discrimination with examples.	K3	CO3
		(OR)		
	12.b.	Explain the concept of "Learning Not to Hate".		
3	13.a.	Write a brief note on simulation theory.	K2	CO1
		(OR)		
	13.b.	Describe the role of media Psychologist.		
4	14.a.	Write a detailed note on use and abuse of internet.	K4	CO4
		(OR)		
	14.b.	Explain the relationship between media and pro-social behaviour.		
5	15.a.	Elaborate General adaptation syndrome.	K4	CO5
		(OR)		
	15.b.	Explain the concepts of hedonic and eudaimonic happiness.		

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	Explain how observational learning helps in acquiring an attitude.	K3	CO2
2	17	Explain the various techniques used to reduce prejudice.	K3	CO3
3	18	Discuss fantasy vs reality and self-expression through social media.	K2	CO1
4	19	Examine the role of media in children's socialization and adolescent development.	K4	CO4
5	20	Define emotion and explain its concept and characteristics.	K4	CO5

Z-Z-Z

END