

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2019
(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 x 1 = 10)

- 1 State how many players are involved in Prisoner's Dilemma.
(i) 4 (ii) 2
(iii) 3 (iv) 1
- 2 Indicate which is involved in group think?
(i) Objectivity (ii) Desire for harmony
(iii) Rational Decisions (iv) Critical Evaluation
- 3 Who proposed the balance theory?
(i) Frank Heider (ii) Fritz Perls
(iii) Frank Carson (iv) Fritz Heider
- 4 Choose the correct statement about attitudes?
(i) Attitudes can be observed directly
(ii) Attitudes do not affect behaviour
(iii) Attitudes are gradually acquired over time
(iv) Attitudes are not evaluative statements
- 5 Indicate which is an example of extrinsic motivation.
(i) Praise (ii) Money
(iii) Fame (iv) All three of the above
- 6 Which theory did Lion Festinger put forth?
(i) Cognitive Dissonance (ii) Forced Compliance
(iii) Response Contagion (iv) Persuasion
- 7 Choose which kind of contact between groups given below diminishes prejudice.
(i) Mutual Competition (ii) Catharsis
(iii) Formation of Personal Relationships (iv) Aggression
- 8 How many steps are involved in the decision tree of hatane and Darley's model of Bystander effect?
(i) 8 (ii) 6
(iii) 5 (iv) 7
- 9 Indicate a necessary condition for stereotyping to occur
(i) an incorrect image of a group (ii) discrimination
(iii) social categorization (iv) A negative image of a group
- 10 Which theory said that matching scenes of media violence would reduce the aggressiveness of the viewer since hostile feelings would be purged?
(i) Stimulation (ii) Catharsis
(iii) Media (iv) Aggression

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a State the functions of a Group.
OR
b Compare and contrast cooperation and competition.
- 12 a Explain cognitive complexity.
OR
b How are attitudes formed?
- 13 a Analyse the Resistance to Persuasion.
OR
b Sketch out the Aristotle's model of communication.
- 14 a Summarise Assimilation contrast model.
OR
b Bring out the significance of categorization and judgement.
- 15 a Show Children's socialization through media.
OR
b Outline the cultural functions of media use.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Trace the stages of group development.
- 17 Discuss attitudes and their influence on behaviour.
- 18 Highlight Leon Festinger's theory on cognitive dissonance.
- 19 Enumerate the effects of Stereotype, Prejudice and discrimination.
- 20 Examine the role of media figures, celebrities and media at large, on adolescence.

Z-Z-Z

END