

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2019
(Second Semester)

Branch - VISUAL COMMUNICATION

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 Indicate which is involved in group think
(i) Desire for Harmony (ii) Critical evaluation
(iii) rational decision (iv) objectivity
- 2 State how many player are involved in prisoner's Dilemma.
(i) 2 (ii) 3
(iii) 1 (iv) 4
- 3 Choose the correct statement about attitudes
(i) Attitudes can be observed directly
(ii) Attitudes do not affect behaviour
(iii) Attitudes an gradually acquired over time
(iv) Attitudes are not evaluative statements
- 4 Who proposed the Balance theory?
(i) Fritz Pearls (ii) Fritz Heider
(iii) Frank Carson (iv) Frank Heider
- 5 Which theory did Leon Festinger put forth?
(i) forced comphance (ii) Persuasion
(iii) Cognitive Dissonance (iv) Response Contagion
- 6 Indicate which is an example of Extrinsic motivation
(i) Praise (ii) Fame
(iii) Money (iv) All three
- 7 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
- 8 Choose which kind of contact between groups given below diminishes prejudice.
(i) Mutual competition (ii) Formation of personal relationship
(iii) Realistic conflict (iv) Formationof Subgroups
- 9 Which theory said that watching scenes of media violence would reduce the aggressiveness of the viewer since hostile feelings would be purged?
(i) Stimulation (ii) Media
(iii) Catharsis (iv) Aggression
- 10 How many steps are involved in the decision tree of Latane & Darley's model? (Bystander Effect)
(i) 8 (ii) 5
(iii) 6 (iv) 7

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

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

- 11 a Explain Social Facilitation and Social Inhibition.
OR
b Compare Cooperation with Competition.
- 12 a Explain attitude Strength and consistency.
OR
b How are Attitudes formed?
- 13 a Analyse Impression Management.
OR
b Summarize theory of reasoned action.
- 14 a Bring out the features of Intrinsic & Extrinsic motivation.
OR
b Sketch out the Accentuation theory.
- 15 a State the cultural functions of media.
OR
b Show the relationship between media and altruism

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 Describe the influence of attitudes on behaviour.
- 18 Highlight the theories on cognitive dissonance of how to reduce it.
- 19 Enumerate the effects of stereotype, prejudice and discrimination.
- 20 Examine the relationship of media with violence, addiction and mental Health.

Z-Z-Z

END