22VCU103N/ 22VCU103/ 20VCU07

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024

(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 $(10 \times 1 = 10)$

Module	Question	ALL questions carry EQUAL marks (10 × 1 – 10	K	T
No.	No.	Question	Level	CO
1	1	Media psychologists focus on a. Content development b. Market research c. How influencers increase their view rate d. All of the above	K1	CO1
	2	Disposition-based theories are concerned with a. motivational responses to media content. b. driven by the market trends on feelings about the character. c. Stability across various markets d. the enjoyment or appreciation of media content	K2	CO1
2	3	 Social Facilitation occurs: a. To the tendency for people to do less in a group setting b. To the tendency to keep personal opinions to themselves for fear of upsetting the group c. When the presence of other people watching improves a person's performance d. When the presence of other people watching hinders a person's performance 	K1	CO2
	4	Entitativity is the extent to which a. a collection of individuals is perceived to be group-like. b. collection of actions coordinated by a group. c. collection of actions by a group against a person d. collection of individual efforts towards a goal.	K2	CO2
3	5	 When persuading children, advertisers a. do not focus on children because children do not have money to buy products. b. do not focus on children because children are more savvy to advertising ploys compared to adults. c. focus on children because children are relatively easy to persuade and children can convince their parents to buy a product. d. focus on children as a challenge because they are difficult to persuade. 	K1	CO3
	6	The difference between explicit and implicit attitudes is a. Implicit attitudes are conscious, while explicit attitudes are unconscious b. Explicit attitudes are conscious, while implicit attitudes are unconscious. c. Explicit attitudes are positive, while implicit attitudes are negative. d. Both implicit and explicit attitudes are conscious	K2	CO3
4		The tendency for individuals, when frustrated or unhappy, to displace aggression onto groups that are disliked, visible, and relatively powerless is termed as a. discrimination. c. Prejudice c. stereotyping d. scapegoating	K1	CO4
•	8	Stereotyping is a way of the complex information around us, and thus is sometimes 1. coding; destructive	K2	CO4

22VCU103N/ 22VCU103/ 20VCU07

Cont...

5	9	According to the cultivation hypothesis high exposure to disaster or crime related news on media contributes to	K1	CO5
	10	 Snapchat dysphoria refers to a. people become desperate to look like the filtered version of themselves. b. people become highly indulgent in diets c. people increase their social media visibility. d. Stay away from image profiling 	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5\times7=35)$

Module No.	Question No.	Question	K Level	СО
1	11.a.	Illustrate the limitations of Affective Disposition theory.		
		(OR)		CO1
1	11.b.	As a media psychologist, briefly state five to launch a new model mobile phone in the market.	K4	
	12.a.	Media psychology focuses on markets and not on individual choices- State your views on this statement.	K2	CO2
2		(OR)		
	12.b.	Summarize the way by which social loafing can be minimized in a group.		
	13.a.	Relate the attitude behavior link in the context of buying.	K2	CO3
		(OR)		
3	13.b.	Summarize the two ways by which the process of persuasion occurs in the context of media psychology.		
	14.a.	Elaborate the important functions of Stereotypes in attitude formation.	K2	CO4
4		(OR)		
	14.b.	Describe how contact hypothesis can be used by media to counter negative campaign.		
	15.a.	Explain how social media plays a role in gender role formation in adolescence.	K4	
5		(OR)		CO5
	15.b.	Media that reproaches body shaming advertises fit body image. Discuss this contradiction.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	со
1	16	Media Influencers can be used to promote or demote a product /service/concept. State the principles of media psychology to argue the above statement.	K3	COI
2	17	In the present trend technology driven digital market, discuss the role of culture in shaping media choices.	КЗ	CO2
3	18	Is individualistic culture advantageous over collectivists culture in attitude formation towards a product. Elaborate this statement based on your viewpoint.	K4	CO
4	19	Media today has given rise to more prejudices and discrimination as a result of excessive coverage. Do you agree/disagree with this statement. If so state valid reasons for the same.	K4	CO
5	20	Use of children in media is an infringement of child's right. Justify your view point.	K4	CO:

Z-Z-Z END