

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022  
(First Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

**MEDIA PSYCHOLOGY**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 The method used by media psychologist to study associations among variables is  
(i) experimental method (ii) survey method  
(iii) correlational method (iv) interview methods
- 2 Which of the following specify how people ought to behave?  
(i) descriptive norms (ii) informing norms  
(iii) injunctive norms (iv) general norms
- 3 Instrumental conditioning advocates that attitudes are formed due to  
(i) rewards (ii) associations  
(iii) punishments (iv) observations
- 4 Stereotypes are \_\_\_\_\_ component of attitude.  
(i) cognitive (ii) affective  
(iii) conative (iv) bodily
- 5 Scopophilia is a  
(i) sexual disorder (ii) mood disorder  
(iii) personality disorder (iv) depressive disorder

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Narrate the need of media psychology.  
OR  
b State the role of media psychologists.
- 7 a Summarize the functions of group.  
OR  
b Describe social loafing.
- 8 a Sketch out the theory of reasoned action.  
OR  
b Analyze the interplay between attitude and emotions.
- 9 a Narrate the origins of prejudice.  
OR  
b Explain the techniques for countering the effects of prejudice.
- 10 a Outline the effects of media on beauty.  
OR  
b Describe the effects of media on prosocial behaviour.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Enumerate the methods of media psychology.  
OR  
b Analyze the theories of media psychology.
- 12 a Discover the strategies of social influence.  
OR  
b Elucidate the group decision making process.
- 13 a Discuss Aristotle's model of communication.  
OR  
b Point out cognitive dissonance and methods of reducing it.
- 14 a Elucidate the meaning and nature of stereotyping.  
OR  
b Outline the core aspects of discrimination.
- 15 a Justify children's socialization through media.  
OR  
b Analyze social media addiction in detail.

Z-Z-Z

END