

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN  
SEMESTER END EXAMINATION, APRIL 2019

Semester: IV

Subject: Media and Psychology (PSG104)

Total Marks: 80

Date: 4-05-19

Duration: 02 Hours

*Instructions: 1. All questions are compulsory.*

*2. Figures to the right indicate the marks.*

Q. No. 01. A. Write short notes on **any two** out of the three given:- 10

- i. The media all over the world has voluntarily accepted the code of ethics in several areas. Highlight some of the ethics that the media requires.
- ii. How can one chart the territory of mass media?
- iii. What constitutes mass media?

B. Write short notes on **any one** of the two given below:- 10

- i. How can media psychology be used as a practice, rather than a field of academic research?
- ii. Comment on how the media can be socially responsible when delivering its content.

Q. No. 02. A. Write short notes on **any two** out of the three given:- 10

- i. Valkenburg and Camtor (2001) identified stages that children pass through in their development as consumers. Review those stages.
- ii. How does pester power concern parent?
- iii. How can brand awareness be facilitated through intertextuality?

B. Write short notes on **any one** of the two given below:- 10

- i. Write a note on the ethical dilemmas in advertising.
- ii. How does psychology fit into advertising?

Q. No. 03. A. Write short notes on **any two** out of the three given:- 10

- i. Where does sports end and MediaSport begin?
- ii. Why would a child use a cartoon character as a model for behavior?
- iii. Discuss the family factors involved with the media in influencing adolescent body image.

B. Write short notes on **any one** of the two given below:- **10**

- i. Considerable research has concluded that the media's are the public's most significant source of information about mental illness and thus on the public's perception of mental illness. Comment.
- ii. Write a note on media use in adolescence.

Q. No. 04. A. Write shorts notes on **any two** out of the three given:- **10**

- i. List the positive effects of mass media.
- ii. Write a note on 'makeover television'
- iii. Highlight the detrimental effects of social media use among adolescents.

B. Write short notes on **any one** of the two given below:- **10**

- i. Review the history of audience participation media.
- ii. What are the guidelines and training required for media performance?