

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM- GOA
SEMESTER END EXAMINATION, JUNE 2022
SEMESTER: IV OF BA**

Course Title: Psychology and Media

Course Code: PSG 104

Total marks: 80

Date:

Duration: 2 hours

Total No of pages: 01

Instructions: 1) All questions are compulsory.

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

1 A. Write short notes on any two of the following: 2 x 5 = 10 marks

- a) The territory of media psychology.
- b) Factors responsible for Psychology's lack of interest in the study of media.
- c) Excitation transfer theory.

1 B. Answer any one: 10 x 1 = 10 marks

- a) Discuss the Uses and gratification theory of media psychology.
- b) Elaborate on media and social responsibility.

2 A. Write short notes on any two of the following: 2 x 5 = 10 marks

- a) Attitudinal effects produced by advertisements.
- b) Subliminal advertising.
- c) Intertextuality and brand awareness.

2 B. Answer any one: 10 x 1 = 10 marks

- a) Discuss advertising and children.
- b) Elaborate on the ethical dimensions in Indian advertising.

3 A. Write short notes on any two of the following: 2 x 5 = 10 marks

- a) Magic window approach.
- b) Discuss the immediate effects of watching violent media.
- c) Media influence on adolescent body image.

3 B. Answer any one: 10 x 1 = 10 marks

- a) Trace the development of children's understanding of the Fantasy – Reality distinction in Television.
- b) Elaborate on the media use in adolescence.

4 A. Write short notes on any two of the following: 2 x 5 = 10 marks

- a) Magic window.
- b) Music and adolescents
- c) Xenophobia and racism.

4 B. Answer any one: 10 x 1 = 10 marks

- a) Elaborate on the role of media in sports.
- b) Discuss the social aspects of internet use.