

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA**

SEMESTER END EXAMINATION, APRIL-MAY 2023

Sem. IV of BA GE PSYCHOLOGY

Class & Div: SYBA

Course Title & Code: Psychology and Media (PSG 104)

Maximum marks: 80 Date: 28/04/2023 Duration: 2 hrs Total No of pages: 2

Instructions: 1. All questions are compulsory

2. Figures to the right indicate marks

Q1. Write short notes on any two.

10

1. How can we chart the territory of media psychology.
2. Practicing media psychology.
3. Suggestions for media regarding its responsibility towards society.

Q2. Answer any one.

10

1. Assess the difficulties encountered in defining mass media.
2. Explain the uneasy relationship between Psychology and media.

Q3. Write short notes on any two.

10

1. Briefly explain the perceptual effects of advertising with the help of one study.
2. Intertextuality and brand awareness.
3. Pester power and modern consumerism.

Q4. Answer any one.

10

1. Evaluate the role of Psychology in advertising.
2. Define the various issues in ethical advertising with the help of unethical Indian advertisements.

Q5. Write short notes on any two.

10

1. Two broad lines of argument in relation to the harmful effects of television on children.
2. The role of script and schema into children's understanding of media.
3. The typical behaviours regarding the media use in adolescence.

Q6. Answer any one.

10

1. Describe music as a form of media use in adolescence.
2. Explain the negative aspects of media sport with reference to sports related violence, gender and xenophobia.

Q7. Write short notes on any two.

10

1. The viewer as psychologist: the process of identification.
2. Fantasy and realism.
3. How much training should be given for media work?

Q8. Answer any one.

10

1. Examine the four common forms of audience participation in media.
2. Discuss the social aspects of internet use with reference to online relationships and the internet as identity laboratory.