

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1698 **I**

Unique Paper Code : 6292103501

Name of the Paper : Media Psychology

Name of the Course : **B.A. (H) Multi Media and
Mass Communication**

Semester : V DSC

Duration : 3 Hours _____ Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt any **five** questions.
 3. **All** questions carry equal marks i.e. **18** marks each.
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1. Using illustrative examples, discuss how the foundational theories explain the relationship between media consumption and behavior.
 2. Examine the role of media in shaping the perceptions of reality and fantasy.

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3. Discuss how different types of media content influence prosocial and antisocial behavior across various demographic groups.
 4. Analyze how media representation of social groups (any two) shapes public perceptions and influences societal attitudes towards these groups.
 5. Discuss the psychological factors that act as mediators of self-expression and identity construction on social media platforms.
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6. Analyze Marshall McLuhan's assertion that "the medium is the message." How does this perspective illuminate the relationship between media technology and societal change in the context of contemporary media consumption?
 7. Examine how social media platforms contribute to body image issues and the prevalence of eating disorders. What strategies can be implemented to mitigate these effects among vulnerable populations?
 8. Write short notes on any **two** of the following :-
 - (i) Para-social Interaction
 - (ii) Media Literacy
 - (iii) Media Addiction
 - (iv) Cultivation Theory