

This question paper contains 2 printed pages]

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S. No. of Question Paper : **5019**

Unique Paper Code : **6292103501**

Name of the Paper : **Media Psychology**

Name of the Course : **B.A. (Hons.) Multimedia and Mass
Communication - NEP**

Type of Paper : **DSC**

Semester : **V**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any *five* questions.

All questions carry equal marks i.e. **18** marks each.

1. Discuss the major media psychological theories that explain how media influences human thought, emotion and behaviour.
2. Discuss the idea of "Para-social interaction" with reference to celebrity culture and fandom. How does this concept shape audience engagement in digital spaces ?
3. Examine the relationship between body image, eating disorders and media portrayals of beauty. How has social media intensified or challenged these perceptions ?

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4. Explain how continuous exposure to mediated realities shapes human perception, attitudes and behaviour.
5. Discuss the representation of social groups (such as women, minorities and people with disabilities) in media and its psychological impact on audiences.
6. Evaluate the phenomenon of media addiction as a form of psychological dependence on technology. Discuss its causes, symptoms and possible interventions.
7. In what ways can media literacy serve as a preventive tool against media addiction and misinformation ? Illustrate with examples of educational or policy interventions that promote critical media consumption.