BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024
Course Name – Media Psychology
Course Code - BMJ20001
(Semester II)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i)   Classify the primary focus of media psychology.

a) Analyzing the technical aspects of media production

b) Developing new forms of communication technologies

c) Evaluating the effectiveness of different advertising strategies

d) Studying the impact of media on human thoughts, emotions, and behaviors

(ii) Choose what differentiates media psychology from traditional psychology?

a) Media psychology focuses on individual differences, while traditional psychology studies general human behavior.

b) Media psychology is concerned with the conscious mind, while traditional psychology explores the unconscious.

c) Media psychology specifically examines the role of media in influencing behavior, while traditional psychology has a broader scope.

d) Media psychology is a new field, while traditional psychology has a long history.

(iii) Classify one of the stages of creative thinking.

a) Incubation

b) Discussion

c) Elimination

d) All of these

(iv) Media psychology can be used in? Identify.

a) Communication Studies

b) Sociology

c) Anthropology

d) All of these

(v) STM refers to? Expand.

a) Sensory terminology memory

b) Sight term memory

c) Short term memory

d) None of these

(vi) Analysing information objectively, identifying biases, and forming sound judgments is termed as?

a) Lateral Thinking
b) Critical Thinking
c) Creative Thinking
d) Reflective Thinking

(vii) How do VR and AR experiences impact user perception? Classify.

a) They limit sensory experiences
b) They enhance sensory experiences by adding digital elements
c) They replace sensory experiences with virtual simulations
d) They have no impact on sensory perceptions

(viii) Select how does AI influence media consumption habits?

a) By promoting passive consumption
b) By providing personalized recommendations and content
c) By limiting access to information
d) By reducing media engagement

(ix) Indicate the primary difference between prejudice and discrimination?

a) Prejudice involves negative attitudes, while discrimination involves negative behaviors.
b) Prejudice is intentional, while discrimination is unintentional.
c) Prejudice occurs at the individual level, while discrimination occurs at the societal level.
d) Prejudice is based on personal experiences, while discrimination is based on societal norm

(x) Motivational conflicts occur when:

a) There is only one goal to achieve
b) Two or more goals compete for attention
c) Goals are easily attainable
d) Motivation is absent

(xi) Point out a characteristic of intrinsic motivation?

a) It relies on external factors for motivation
b) It is driven by internal satisfaction and enjoyment
c) It leads to a fear of failure
d) It is influenced by social norms

(xii) How does Psychoanalytic theory contribute to the understanding of media effects?

a) By emphasizing the role of conscious thoughts in media consumption
b) By focusing on genetic influences on media preferences
c) By exploring unconscious motivations and desires in media engagement
d) By studying the impact of media on social learning

(xiii) Which of the following strategies can help young children differentiate between fantasy and reality while watching television?

a) Limiting their exposure to fantasy-themed shows
b) Providing explanations and discussions about the difference between fantasy and reality
c) Allowing them to watch fantasy shows without guidance
d) Encouraging them to believe that fantasy elements are real

(xiv) Which statement is true regarding media influences on adolescent body image?

a) Media has no impact on body image perceptions.
b) Media portrays a diverse range of body types accurately.
c) Media often promotes unrealistic body standards.
d) Media encourages self-acceptance regardless of appearance.

(xv) How do media representations of gender roles affect adolescents?

a) They promote gender equality.
b) They reinforce traditional stereotypes
c) They encourage open-mindedness
d) They have no impact on perceptions

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Provide examples of how social media platforms leverage intrinsic and extrinsic motivators to keep users engaged. (3)

3. Examine how does media representation of body image affect consumers' self-esteem and body perception. (3)

4. Discuss how violent media content influence our emotions and behavior? (3)

5. Explain how can individuals develop healthy media consumption habits to minimize negative emotional responses and cultivate positive media use patterns. (3)

6. Analyse the stages of memory. (3)

OR

Analyse the factors that affect memory. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Discuss how can the emotional connection to characters in a movie or book influence our own emotional state? (5)

8. Investigate the relationship between adolescents' media consumption habits, exposure to sexual content, and their psychological well-being. (5)

9. Analyze the effectiveness of pro-social media campaigns in raising awareness and mobilizing support for social causes. (5)

10. Describe the five stages of creative thinking as proposed by Graham Wallas and their significance in problem-solving. (5)

11. Construct in ways teenagers identify with or aspire to be like celebrities and media personalities? (5)

12. Assess the potential ethical and societal implications of AI's integration into media platforms. (5)

OR

Interpret how does media representation influence cultural perceptions and stereotypes, both positively and negatively? (5)

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