BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Sc.(MSJ)-Hons-2023
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)   Which of the following is an example of how media can use framing to influence public opinion? Identify.

   a) Presenting statistics in a neutral and objective manner.
   b) Using emotionally charged language to describe a particular event.
   c) Providing balanced coverage of different perspectives on an issue.
   d) Offering in-depth analysis of complex topics without bias.

(ii)   Which of the following is an example of how media can be used to promote positive social change? Identify.

   a) Spreading misinformation and fake news.
   b) Raising awareness about social injustices.
   c) Reinforcing harmful stereotypes and prejudices.
   d) Encouraging unhealthy body image ideals.

(iii)   Social media platforms often use which psychological principle to keep users engaged? Recognise from the options.

   a) Loss aversion
   b) Mere exposure effect
   c) Variable rewards
   d) Self-efficacy

(iv)   What is the primary focus of media psychology? Choose from the following list.

   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.

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

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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.

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

a) Incubation

b) Discussion

c) Elimination

d) All of these

(vii) How does web advertising impact user behavior? Classify.

a) By reducing user engagement

b) By providing limited information

c) By using interactive and visually appealing content

d) By relying solely on text-based messages

(viii) Which of the following best describes augmented reality?

a) A technology that replaces physical reality with digital elements

b) A technology that enhances physical reality with digital elements

c) A method of creating virtual environments without digital elements

d) A form of passive media consumption

(ix) What role does AI play in personalized media experiences? Identify.

a) It limits customization options for users

b) It tailors content based on user preferences and behavior

c) It eliminates diversity in media content

d) It increases advertising interruptions

(x) Psychoanalytic theory of personality was developed by:

a) Albert Bandura

b) Sigmund Freud

c) Carl Rogers

d) Abraham Maslow

(xi) According to Psychoanalytic theory, what is the purpose of defense mechanisms?

a) To suppress conscious desires

b) To protect the ego from anxiety

c) To enhance self-esteem

d) To promote social conformity

(xii) According to Trait theory, which of the following is a stable characteristic influencing media consumption habits?

a) Temporary mood

b) Social context

c) Cognitive abilities

d) Introversion

(xiii) How does Cognitive theory explain the impact of media on individuals?

a) Through emotional arousal

b) By shaping cognitive schemas

c) Due to personality traits

d) Based on social context

(xiv) What is the potential impact of social media on children's socialization?

a) It promotes healthy social interactions and friendships.

b) It increases social isolation and anxiety.

c) It has no influence on socialization.

d) It encourages face-to-face communication skills development.

(xv) What is one way media can positively impact adolescent mental health?

a) By promoting unrealistic body standards

b) By fostering a sense of belonging

c) By encouraging social isolation

d) By discouraging self-expression

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

2. In what ways can the media be used to promote pro-social behaviors and positive social change? (3)
3. How does media portrayal of sexuality influence adolescents' attitudes and behaviors regarding sex? Examine. (3)
4. Interpret thinking? How does it differ from simply perceiving information? (3)
5. Describe the need for media psychology. (3)
6. How does media multitasking (consuming multiple media streams simultaneously) impact a person's ability to focus and pay attention? Evaluate. (3)

OR

How can AI be used to create and personalize media content for individual users? Critique the potential benefits and drawbacks of this. (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. From a humanistic perspective, write how can media be used to promote messages of self-acceptance, empathy, and positive social values for adolescents? (5)
9. Illustrate how does advertising influence our decision-making processes, particularly when considering impulse purchases versus planned purchases? (5)
10. Explain the multi-store model of memory. (5)
11. Analyse the psychological effects of media violence on individuals. (5)
12. Construct in ways teenagers identify with or aspire to be like celebrities and media personalities? (5)

OR

Compose how does media content contribute to societal attitudes and behaviours? (5)

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