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Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024/B.Sc.(MSJ)-Hons-2025

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) Identify the example of how media can be used to promote positive social change.
 - a) Spreading misinformation and fake news.
 - b) Raising awareness about social injustices.
 - c) Reinforcing harmful stereotypes and prejudices.
 - d) Encouraging unhealthy body image ideals.
- (ii) 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
- (iii) Classify one of the stages of creative thinking.
 - a) Incubation
 - b) Discussion
 - c) Elimination
 - d) All of these
- (iv) STM refers to? Expand.
 - a) Sensory terminology memory
 - b) Sight term memory
 - c) Short term memory
 - d) None of these
- (v) Recognition of memory is based on? Identify.
 - a) Distinctiveness
 - b) Familiarity
 - c) Context
 - d) All of these
- (vi) Thinking is usually initiated by a problem and goes through a sequence of steps such as? Identify.
 - a) Judging
 - b) Abstracting
 - c) Reasoning
 - d) All of these
- (vii) Select the key aspect of media psychology.
 - a) Analyzing media ratings
 - b) Studying media effects on individuals and society
 - c) Creating media content
 - d) Investigating media revenue models

(viii) Expand what is VR?

- a) Virtual Reality
- b) Viral Reality
- c) Virtue Reality
- d) Vibgyor Reality

(ix) 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

(x) Point out the best description of attitude.

- a) A temporary emotional state
- b) An evaluation toward an object, person, or situation
- c) A physiological reaction to stimuli
- d) A fixed personality trait

(xi) Indicate the following best defines conformity?

- a) Adjusting one's behavior or beliefs to match those of others.
- b) Resisting societal pressures
- c) Ignoring social norms
- d) Acting

(xii) 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

(xiii) What is the primary characteristic of pro-social motivation?

- a) Desire to help others and contribute to society
- b) Desire for personal achievement
- c) Desire for social status and recognition
- d) Desire for financial rewards

(xiv) What role do media and entertainment play in shaping adolescent perceptions?

- a) They have no influence on perceptions.
- b) They reinforce positive self-esteem.
- c) They contribute to stereotypes and ideals.
- d) They promote critical thinking skills.

(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. Examine how does exposure to fantasy content on television impact young children's understanding of reality? (3)
3. Discuss how can social media platforms, with their emphasis on likes, shares, and follower counts, influence our sense of self-worth and social identity? (3)
4. Summarise how individuals learn social norms, values, and behaviors through their exposure to different media content? (3)
5. How can individuals cultivate mindful and responsible media habits to protect their attention spans and well-being in the face of an ever-evolving media landscape? Discuss. (3)
6. Analyse the stages of memory. (3)

OR

Analyse the levels of processing information. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss how does engaging in multiple media simultaneously affect cognitive processes such as attention, memory, and decision-making? (5)

8. Examine how media depictions of sex influence attitudes towards consent, intimacy, and relationships? (5)
9. Interpret how does media representation influence cultural perceptions and stereotypes, both positively and negatively? (5)
10. From a humanistic perspective, write how can media be used to promote messages of self-acceptance, empathy, and positive social values for adolescents? (5)
11. Explain the multi-store model of memory. (5)
12. Construct the psychological effects of exposure to graphic images or videos of violence in news reporting. (5)

OR

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

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