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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(PSY)-Hons-2023

Course Name – Psychology and Media

Course Code - BPY60205

(Semester VI)

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) Select the main focus of media psychology
 - a) Study of machines
 - b) Study of media effects on human behaviour
 - c) Study of economics
 - d) Study of language
- (ii) Select the area where media psychology is widely applied
 - a) Agriculture
 - b) Advertising
 - c) Geology
 - d) Architecture
- (iii) Select the outcome of studying media psychology
 - a) Media fear
 - b) Media dependency
 - c) Media awareness
 - d) Media isolation
- (iv) Select the key contribution of media psychology
 - a) Media production
 - b) Media financing
 - c) Media regulation
 - d) Understanding media impact
- (v) Identify the relationship between psychology and media
 - a) Interrelated
 - b) Separate
 - c) Opposing
 - d) Unrelated
- (vi) Identify the benefit of media psychology for audiences
 - a) Critical understanding
 - b) Confusion
 - c) Addiction
 - d) Isolation
- (vii) Choose the dimension that studies social influence
 - a) Emotional
 - b) Social
 - c) Cognitive
 - d) Biological
- (viii) Choose the role of media psychology in education
 - a) Conducting exams
 - b) Improving learning through media
 - c) Enforcing discipline
 - d) Curriculum framing
- (ix) Identify the research tradition focused on cause-effect

- a) Cultural studies
- b) Semiotics
- c) Reception analysis
- d) Effect tradition
- (x) Identify the feature of contemporary media research
 - a) Mono-disciplinary
 - b) Media avoidance
 - c) Media resistance
 - d) Multi-disciplinary
- (xi) Identify the concept emphasized in cultivation theory
 - a) Short-term effect
 - b) Media avoidance
 - c) Media addiction
 - d) Long-term exposure
- (xii) Choose the media theory concerned with reality construction
 - a) Uses theory
 - b) Agenda setting
 - c) Cultivation theory
 - d) Gatekeeping
- (xiii) Select the media process that aids children's learning of social roles.
 - a) Socialization
 - b) Catharsis
 - c) Desensitization
 - d) Habituation
- (xiv) Select the stage where children struggle most with fantasy–reality distinction.
 - a) Infancy
 - b) Adolescence
 - c) Early childhood
 - d) Adulthood
- (xv) Choose the link between media and childhood obesity.
 - a) Screen time
 - b) Food marketing
 - c) Genetics
 - d) School meals

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Construct the meaning of media psychology. (3)
- 3. Construct the role of perception in media influence. (3)
- 4. Report common psychological effects of persuasive media. (3)
- 5. Illustrate how media creates and reinforces stereotypes. (3)
- 6. Evaluate the importance of media literacy in today's digital world. (3)

OR

- Evaluate the impact of responsible media use on mental well-being. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain what are the concept and the possible scopes of media psychology. (5)
- 8. Explain what are the roles of a media psychologists. (5)
- 9. Explain the role of media in developing social norms and values. (5)
- 10. Construct how memory influences media effects. (5)
- 11. Evaluate how digital addiction is a mental health concern. (5)
- 12. Evaluate media-induced stress in psychological terms. (5)

OR

- Explain the various influences of media violence on human behaviour. (5)
