F.Y. Bmm ATKT Exam Oct-17
Sem-II
06/10/17
A0932 / A3481 INTRODUCATION TO MEDIA PSYCHOLOGY
P4BMM
3
N.M.F. College of Comm. & Sci. Library Kandivali (E)

**Q.P. Code :03687**

**[Time: 2.5 Hours]** **[ Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
2. Marks are indicated to the right of each question.

Q.1 Discuss the contemporary perspectives in psychology with the goals of psychology in the light of increased use and influence of mass media. (15)

Q.2 a. What is learning? How does learning happen through classical and operant conditioning? (07)

b. What is the role of media in formation of attitudes? How do opinion leaders use mass media to influence attitudes? (08)

**OR**

Q.2 c. In what ways can applied research be used in Media Psychology? (07)

d. Discuss the effects of Media violence. (08)

Q.3 a. How do young children and adolescents get socialized through media? (07)

b. What do you mean by Pro- social media effects? Explain with suitable examples. (08)

**OR**

c. What is coefficient correlation in media research? Illustrate with examples. (07)

d. Write a note on Cognitive dissonance and how can you overcome it? (08)

Q.4 a. Discuss the aspects of personality. Explain in detail the Behaviorist and Cognitive theories of personality. (15)

**OR**

b. What are various cognitive and behavioral effects of media? Explain with examples? (15)

Q.5 Write Short notes on **any 3** (15)

a. Branches of Psychology
b. The various types of prejudice how to lessen it,
c. Characteristics of ethical research
d. Positive Reinforcement
e. Characteristics of creative thinkers.