

SET A

Unique Paper Code-12117906

Name of the Paper- DSE 3- Living in Media World

Name of the course- CBCS Applied Psychology (Hons)

Semester - V

Duration - 3 Hrs

Maximum Marks- 75

Attempt any four questions. All questions carry equal marks

1. Explain the goals of media psychology? Why is media considered as a significant cultural socialization agent? (8.75, 10)
2. With the help of suitable examples from Indian advertisements, describe the decisions involved in choosing advertising messages. (18.75)
3. Explain the nature of Audio-visual media. Compare and contrast the significance of audio-visual and print media. (10, 8.75)
4. Discuss the issues of gaming and internet addiction in adolescence and youth with relevant research studies. (18.75)
5. How do advertisements contribute in promoting a consumerist culture? Give examples from Indian context. (18.75)
6. What is news framing? Delineate the relationship between media and impact of news framing . Support your answer with a case study. (18.75)