

[This question paper contains 3 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3154

A

Unique Paper Code : 12117906

Name of the Paper : DSE7-Living in Media World

Name of the Course : **B.A. Applied Psychology
(Hons.) Course**

Semester : VI

Duration : 3.5 hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** the **five** questions.
3. **All** the questions carry equal marks.

1. What is the goal and scope of media psychology?
Discuss the role of ethics and regulation in media in the Indian context. (5,10)

OR

Comment on the relationship between media and culture. Support your arguments with the help of relevant examples and researches. (15)

P.T.O.

3154

2

2. What are the important parameters and concepts to be considered while developing an effective advertising programme? Illustrate with the help of relevant examples from the Indian context. (15)

OR

How to create and develop an effective social marketing campaign? Give relevant examples for the same. (15)

3. Compare and contrast the nature of print and audio-visual media. With the help of suitable researches and examples, elucidate the role of audio-visual media in socialization. (5,10)

OR

Discuss in detail on the developmental issues of stereotyping and violence of media with the relevant researches studies. (15)

4. What is interactive media? Elaborate on the issues of gaming among Indian youth and adolescent. (15)

OR

3154

3

What is internet addiction? Discuss its prevalence and related issues in the light of current pandemic scenario. (10,5)

5. Write short notes on any **two** of the following : (7.5+7.5)

(a) Social construction of reality.

(b) Choosing between different types of media for advertising.

(c) Impact of print media on fantasy vs. reality.

(d) Virtual social media.