

[This question paper contains 2 printed pages.]

Your Roll No.....

**Sr. No. of Question Paper : 3330** **A**

Unique Paper Code : 12117906

Name of the Paper : DSE7: Living in Media World

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

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 five** questions.

3. **All** Questions carry equal marks.

1. How do we understand mass media. Discuss 'construction of reality' as one of the issues in media psychology. (5+10)

**OR**

Discuss the impact of media on culture. Elucidate ethical concerns in media. (7.5+7.5)

2. Using a case study, discuss in detail the development of social marketing campaign. (15)

P.T.O.

**OR**

How can effective advertising programs can be developed, explain with the help of a case study in Indian context. (15)

3. What is the impact of TV and movies as audio-visual media, discuss in relation to a developmental issue of fantasy verses reality. (15)

**OR**

Explain stereotyping and violence as issues of media with help of a case study in Indian context. (15)

4. Discuss the nature of virtual social media and its impact in the context of its use during pandemic. (15)

**OR**

Elucidate the issues of gaming and internet addiction using relevant researches. (15)

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

- (i) Media regulation
- (ii) Print media and socialization
- (iii) Interactive media
- (iv) Ethics Regulation