

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5317

G

Unique Paper Code : 12117906

Name of the Paper : DSE7 : Living in Media
World

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

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll Number on the top immediately on receipt of this question paper.
2. Attempt all **five** Questions.
3. **All** Questions carry equal marks.

1. What is mass media. Discuss the 'construction of reality' as one of the issues in media psychology.

(5+10)

OR

P.T.O.

How can culture influence media? Elucidate ethics in media using suitable examples. (7.5+7.5)

2. Using a case study, discuss the development of effective media promotion. (15)

OR

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

3. What is the nature and impact of audio-visual media, discuss in relation to a developmental issue of socialization. (15)

OR

Explain fantasy versus reality as an issue of media in the Indian context. (15)

4. Discuss the impact of virtual social media using relevant research. (15)

OR

Elucidate the issues of gaming and internet addiction using a case study. (15)

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

- (i) Media regulation
- (ii) Print media
- (iii) Stereotyping and violence
- (iv) Interactive media