

Intro. to Media
Psychology

Q.P. Code: 33278

(Time: 2.5 Hours) 16.4.18

(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

1. Explain Gestalt's principles of perception and write a detailed note on visual and depth perception. Comment on their application in mass media. (15)

2. a. Define thinking. What are the characteristics of a creative thinker? (07)
b. Define Psychology and explain its various branches. (08)

OR

2. c. Explain conformity and compliance with examples? (07)
d. Write a note on Cognitive Dissonance and how can you overcome it. (08)

3. a. What is learning? How does learning happen through classical and operant conditioning? (07)
b. In which ways can applied research be done in media psychology? (08)

OR

3. a. Explain Freud's Psychoanalytical theory. (07)
b. Explain Maslow's Hierarchy of Needs theory. How can the theory be applied to mass media. (08)

4. a. Describe the fundamental aspects of personality and Explain Cognitive theory and Behaviorist theory in detail. (15)

OR

- b. What are the various theories of attitude formation? What is role of media in formation of attitudes? How do opinion leaders use mass media to influence attitudes? Explain with examples. (15)

5. Write Short notes on any 3 (15)

- a. Positive Reinforcement
b. Pro-social media effects
c. Positive effects of media
d. Ethical principles of research
e. Various types of prejudice
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