Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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|  |  |  |  |
| **Code :** | **15VC3004** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MEDIA PSYCHOLOGY** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss about the relationship of Psychology and Media. | CO1 | 8 |
| b. | Describe the developmental attributes of media psychology among youth and children. | CO1 | 12 |
| **(OR)** | | | | |
| 2. |  | Explain about future areas of Media Violence Research. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the role played by psychology in advertising. | CO1 | 20 |
| **(OR)** | | | | |
| 4. | a. | Mention three types of content analysis studies of television violence. | CO1 | 10 |
| b. | Mention and elaborate audience characteristics of violent Television Programmes. | CO3 | 10 |
|  |  |  |  |  |
| 5. |  | Discuss about audience as a market. | CO1 | 20 |
| **(OR)** | | | | |
| 6. | a. | Write a case study on the social psychology of media audiences on the event of a ‘ celebrity death’. | CO2 | 10 |
| b. | Compare audiences of traditional media with social media. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Illustrate the evolution of Media Research Studies till post-modernism from a theoretical perspective. | CO2 | 20 |
| **(OR)** | | | | |
| 8. |  | Examine socio psychological qualities of reality television audiences. | CO1 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Demonstrate a case study about impact of television violence on children. Discuss the role of parental mediation. | CO3 | 20 |