

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN SOUND AND MUSIC TECHNOLOGY
B.A. IN PHOTOGRAPHY
EXAMINATION: DECEMBER - 2024
THIRD SEMESTER
Sub: Media & Psychology (BASA19-3004/ BAPH 19-3004)

Date: 12/12/2024**Total Marks : 40****Time: 2.00 pm to 4.00pm**

Instruction:*All questions are compulsory.***Q. 1. Descriptive Answer (Any Two) (20)**

- 1) Discuss the effects of media consumption on human behavior and cognition. Provide examples of both positive and negative influences.
- 2) Explain the concept of media framing. How does the framing of news stories shape public perception and attitudes?
- 3) Analyze the relationship between social media and mental health. What psychological theories can explain the impact of social media on self-esteem and identity?

Q. 2. Write short notes. (Any Two) (10)

- 1) Discuss the concept of agenda-setting theory in the context of media influence.
- 2) Explain how advertising uses psychological principles to influence consumer behavior.
- 3) Write a short note on the cultivation theory and its impact on audience perception.

Q.3. Open Ended Question (10)

In today's digital age, media plays a crucial role in shaping societal norms and individual behavior. If you were to conduct research on the psychological effects of media, what aspect would you study and why? Propose your approach and methods.
