

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN PHOTOGRAPHY
EXAMINATION: MAY - 2025
THIRD SEMESTER
Sub: Media & Psychology (BAPH 19-3004)

Date: 21/05/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) Explain the role of media in shaping public perception and attitudes. How do different forms of media influence psychological behavior and decision-making?
- 2) Discuss the concept of agenda-setting in media psychology. How do media organizations influence what people think about and prioritize in their daily lives?
- 3) Analyze the psychological effects of social media on mental health. How do factors like social comparison, cyberbullying, and online validation contribute to anxiety and depression?

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

- 1) How does media influence human behavior and emotions?
- 2) What is confirmation bias, and how does media exploit it?
- 3) Dopamine and Social Media

Q. 3. Open Ended Question (10)

How does the portrayal of violence in media impact human behavior, particularly among children and adolescents? Discuss with relevant examples
