

# TILAK MAHARASHTRA VIDYAPEETH, PUNE

**BSC. in Professional Audio Technology**

**B.A. in Journalism & Mass Communication**

**B.A. in Sound and Music Technology**

**B.A. in Film Making**

**B.A. in Photography**

**B.A. in Broadcast Journalism**

**EXAMINATION: JANUARY- 2022**

**THIRD SEMESTER**

**Sub: Media & Psychology (BAJMC BASA BAFM BAPH BABJ -19-3004/  
BSCA20-3004)**

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**Date : 19/01/2022**

**Total Marks : 40**

**Time: 10.00 am to 12.00 noon**

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***Instruction:***

*All questions are compulsory.*

- Q. 1 Descriptive Answer (Any Two) (20)**
1. Discuss how music helps to convey emotions
  2. Discuss why it is important to understand society and culture in media profession
  3. Discuss what is meant by truth and lies in a photograph
- Q. 2 Write short notes. (Any Two) (10)**
1. Cocktail Party Effect
  2. Media Literacy
  3. Media Violence
- Q. 3 Open Ended Question (10)**
- Discuss in details why is it important for a media professional to have an understanding of human psychology. Support your answer with examples.
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