

# TILAK MAHARASHTRA VIDYAPEETH, PUNE

**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**

**BSc. Professional Audio Technology**

**EXAMINATION: DECEMBER - 2022**

**THIRD SEMESTER**

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

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**Date : 15/12/2022**

**Total Marks : 40**

**Time:10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

1. What is Media Psychology? What is its scope? Explain with examples
2. What are different methods of studying the impact of Media Psychology?
3. What are the positive and negative effects of media? Explain with examples

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

1. Media Literacy
2. Cocktail Party effect
3. Media Violence's

**Q. 3 Open Ended Question (10)**

Discuss the details of the color scheme and emotions from any movie of your liking.

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