

Maximum Marks-75

Time-2.5 hrs

Note: 1.All questions are compulsory.

2. Marks are indicated to the right of each question.

Q.1 Define Motivation. Explain the various theories of motivation. How can Maslow's Theory be applied to mass media?

(15)

Q2) Answer any one set

a) Describe the Psychoanalytical theory of personality.

(7)

b) Describe Noam Chomsky's filters? Explain with examples.

(8)

OR

a) How to lessen the prejudice formed about an individual or group?

(7)

b) Describe various branches of media psychology?

(8)

Q3) Answer any one set

a) What is the difference between classical and operant conditioning?

(8)

b) Explain conformity and compliance with examples?

(7)

OR

a) How the resistance to persuasion occurs?

(8)

b) How do youngsters get socialized through media?

(7)

Q4) Answer any one set

a) Discuss Edward De bono six thinking hats with relevant examples? Explain the stages involved in creative thinking process.

(15)

OR

b) Discuss the formation of attitudes with any one theory of attitude formation?

(15)

Q5) Short notes (any 3)

(15)

a) Positive Effects of Media

b) Behavioral theory of personality.

c) Opinion leaders use mass media to influence attitude.

d) Research methods