

TILAK MAHARASHTRA VIDYAPEETH, PUNE**M. A. MASS COMMUNICATION (External)****EXAMINATION: DECEMBER - 2025****THIRD SEMESTER****Sub: Media Psychology (MC- 24-302)**

Date: 17/12/2025**Total Marks : 40****Time: 2.00 pm to 4.00 pm**

Instruction:*All questions are compulsory.***Q. 1. Answer the following. (Any One) (15)**

A) Explain the role of emotions in media message interpretation with example.

OR

B) Define agenda setting theory and explain its psychological impact on audience.

Q. 2. Write short notes. (Any Three) (15)

- 1) Selective exposure
- 2) Media effect theory
- 3) Media and behavior change
- 4) Impact of violent media content.

Q. 3. Open Ended Question (10)Analyze the psychological impacts of social media uses on self image and identity formation.
