MAY 2025 **P/ID 36806/PJO2F**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Media Ecology.

2. Effects Tradition.

3. Overton Window.

4. Pluralistic Ignorance.

5. Spiral of Silence.

6. Media Neuroscience.

7. Sensationalism.

8. Deindividuation.

9. Impression Management.

10. Group Polarization.

11. Choice Architecture.

12. Media Manipulation.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the key characteristics of new media?

14. How does selective exposure influence media consumption?

15. How do social media algorithms influence public opinion?

16. How does the third-person effect manifest in social media use?

17. What are the key principles of human-computer interaction?

18. How does social identity influence online group membership?

19. What are the six principles of persuasion according to Cialdini's model?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Analyze the active vs. passive audience debate in the context of modern media consumption.

21. Discuss Walter Lippmann's Theory of Public Opinion and its relevance in today's media landscape.

22. Discuss the role of media credibility in shaping public opinion.

23. Examine the role of technology in shaping human behavior and social interaction.

24. Discuss the challenges of maintaining digital well-being in the modern world.

———————