

PSYCHOLOGY AND MEDIA (BPCG 174)

Tutor Marked Assignments (TMA)

Course Code: BPCG 174

Assignment Code: Asst /TMA / July 2024- January 2025

Total Marks: 100

NOTE: All questions are compulsory.

Assignment One

Answer the following questions in about 500 words each.

$2 \times 20 = 40$

1. Describe the types of media.
2. Discuss the concept of celebrity and parasocial relationships.

Assignment Two

Answer the following questions in about 250 words each.

$3 \times 10 = 30$

3. Discuss the social construction of reality.
4. Describe media's role in health education.
5. Describe the theoretical aspects of media violence and its impact on human psychology.

Assignment Three

Answer the following questions in about 100 words each.

$5 \times 6 = 30$

6. Positive impact of parasocial relationships
7. Media fandom
8. General aggression model
9. Cybercrime
10. Cultivation theory

Assignment - I

Answer the following questions in about 50 words each.

Q. Describe the types of media.

Ans Media refers to various channels of communications through which information, entertainment, news and data are disseminated to the public. These channels encompass a wide range of formats and technologies, each serving different purposes and reaching distinct audiences.

Below are the types of media :-

1. Print Media :- It is one of the oldest form

of media and includes newspapers, magazines, brochures, flyers and books. Traditionally, it has been a primary source of news, information and entertainment. Newspapers offer daily updates on events both locally and globally while magazines may focus on specific interests such as fashion, technology or health. Despite the rise of digital media, print media still holds significance, especially among readers who prefer the tactile experience of paper and the curated nature of printed content.

2. Broadcast Media :- It includes television

Broadcast media are which are used to reach a broad audience. Televisions combine audio and visual elements, making it a powerful medium for storytelling. It offers a range of content from dramas, movies and documentaries to news broadcasts and talk shows. Radio on other sides, relies solely on audio. It has been a traditional medium for music, news, talkshows and live sports coverage. Despite the growth of digital alternatives, radio remains popular, especially in cars and areas with limited internet connectivity.

3. Digital Media :- It has transformed the landscape

of communication in the 21st century. It encompasses online platforms such as websites, blogs, podcasts, social media, and streaming services. This form of media allows for instant dissemination of information and interactive engagement with audiences. Social Media platforms like Facebook, Twitter, Instagram and TikTok enable users to share content, engage in discussions, and connect with others globally. Streaming services such as Netflix, YouTube and Spotify have revolutionized the way we consume video and audio content, providing our demand access to vast array of shows, movies, music and podcasts.

4. Outdoor Media :- It is also known as out-of-home (OOH) advertising, includes billboards, posters, transit ads and digital signage. These are typically found in high-traffic areas such as highways, city centre, shopping malls and public transportation systems. It is effective in reaching a large, diverse audience and is often used for advertising products, services, or public service announcements.

5. Film and Cinema :- It refers to the production and exhibition of movies. This medium combines storytelling, visual art and audio to create immersive experience for audiences. Film are shown in theatres, broadcast or television or distributed via streaming platforms. Cinema has been a significant cultural force, often reflecting societal values, benefits and issues.

6. Gaming Media :- It has emerged a major form of media; blending entertainment with interactive storytelling. Video games, available on consoles, PC's and mobile devices, offer immersive experiences that engage players in ways traditional media cannot. Online multiplayer games and esports have also created communities and competitive platforms, making gaming a

Social experiences:

Q2 Discuss the concept of celebrity and parasocial relationships.

Ans The concept of celebrity is deeply intertwined with modern media and society, referring to individuals who achieve widespread recognition, often due to their talent, personality, or public visibility.

Celebrities typically emerge from industries such as entertainment, sports, politics, or even social media. The defining characteristic of a celebrity is their ability to attract public attention and command influence can extend across fashion, culture, opinion and even societal values, as fans and followers looked up to them as role models.

The Nature of Celebrity

Historically, celebrities were limited to those in traditional forms of media, like actors, musicians and athletes. The advent of television, radio and print media made it possible for certain individuals to become household names, often revered for their talents, personas or physical appeal. In today's digital ages, the concept of celebrity has broadened, with the rise of internet personalities, influencers, and social media stars on platforms like Instagram,

Tik Tok and YouTube.

Celebrities, whether traditional or digital, often represent ideals, such as success, beauty, or confidence, which fans might aspire to. This dynamic of admiration and aspiration is at the core of their societal influence, as their followers buy products they endorse, consume media they create, and engage with the narration that surround their public lives.

Parasocial Relationships

They are a psychological phenomenon where individuals form a one-sided bond with a celebrity or public figure. These relationships often mirror real-life interactions, with the fan feeling a sense of intimacy, familiarity or even friendship with the celebrity, despite no direct communication or personal acquaintance. This attachment is fuelled by frequent exposure to the celebrity's life, opinions, and emotion through media, interview, or social media updates!

While parasocial relationships are not inherently harmful, they can become problematic when the line between reality and fantasy becomes blurred.

Some fans may develop an unhealthy fixation, interpreting the celebrity's actions or words as personally directed towards them.

Impacts of Parasocial Relationships

Parasocial relationships again serve a positive role, providing individuals with comfort, inspiration, or a sense of belonging, especially during times of isolation. Celebrities can become figures of emotional support, especially for fans who feel connected to their personal stories or struggles.

On the downside, they may also foster unrealistic expectations or a distorted understanding of real-world relationships.

Assignment - Two

Answer the following question in about 250 words each.

Q3

Describe the social construction of reality.

Ans

The social construction of reality is a sociological theory that suggests our understanding of the world is shaped by the collective perceptions and interaction within a society, rather than an objective reflection of inherent truths. This concept was popularised by sociologists Peter L. Berger and Thomas Luckmann in their 1966 book *The Social Construction of Reality*.

According to this view, people and groups interact to create common understandings of concepts, norms, roles and institutions. Once these constructs are established, they become embedded in culture and taken for granted as a part of everyday life.

The process of reality construction involves externalisation, where individuals project their ideas onto the world.

This theory implies that reality is not fixed but can change over time and across cultures as societal agreements evolve. It highlights the power of human agency in shaping social structures and the importance of critical

reflection on what is considered "normal" or "true" in any given context.

Q4 Describe media's role in health education!

A4 Media plays a crucial role in health education by disseminating information, raising awareness and influencing public behaviour on health-related issues. Through various platforms such as television, radio, print, social media and online content, media has the ability to reach vast and diverse audiences quickly, making it a key tool for public health campaigns and education.

Media can provide essential information about diseases, prevention methods, treatment options, and healthy lifestyles. Media outlets often collaborate with health experts, government agencies, and non-governmental organisations to ensure accurate and up-to-date information is shared.

One of the strength of media in health education is its ability to tailor message to specific demographics, ensuring relevance to different age groups, communities, or cultural contexts. Social media platforms, for instance, enable targeted health messaging and interactive engagement, allowing for real-time feedback, questions and discussions.

However, media also has the potential to spread misinformation, especially through unregulated

Online platforms. False claims about health treatments or conspiracy theories about vaccines can mislead the public and harm health outcomes?

Therefore, the credibility of source and fact-checking are vital in media & given health education.

Q5 Describe the theoretical aspects of media violence and its impact on human psychology.

Ans The theoretical aspects of media violence primarily revolve around how exposure to violent content in media can influence human behaviour and psychology. Key theories that explain this impact include social learning theory, desensitisation theory and cognitive theory.

Social learning Theory, proposed by Albert Bandura, suggests that individuals, particularly children, learn behaviours by observing others, including media characters. Media violence can act as a model, leading viewers to imitate aggressive or violent behaviour, especially when such acts are portrayed as justified or rewarded.

Q6 Desensitisation Theory posits that repeated exposure to media violence can reduce emotional responsiveness to real-world violence. Over time, viewer may become less sensitive to the suffering of others, seeing violence.

as normal or acceptable. This reduced sensitivity can decrease empathy and increase tolerance for aggressive behaviour in everyday life.

Cognitive Theory priming refers to the idea that exposure to violent media content can activate aggressive thoughts and feelings. Media violence might "prime" individuals to interpret ambiguous situations more aggressively, making them more likely to respond with hostility or anger.

Q5 ~~Describe the theoretical aspects of media violence and its impact on human psychology.~~

Assignment - Three

Q6 Positive impact of parasocial relationships

Ans Parasocial relationships, despite being one-sided, can have positive effects on individuals. They provide emotional support, companionship, and a sense of connection, especially for those who feel isolated or lonely. These relationships can inspire self-improvement, as fans often admire the qualities or values of the figure they follow. Additionally, parasocial bonds can offer a safe

way to explore social dynamics without the complexities of real-life relationships. For many, they create a sense of belonging to a community, or shared admiration for a celebrity or public figure fosters connections with like-minded individuals.

Q7 Media Fandom

Ans It refers to the passionate and dedicated following of a specific media entity, such as TV show, movie, book or celebrity. Fans often engage deeply with the content, forming communities around their shared interests. These fandoms may create fan art, fiction or discussion, expressing their admiration and interpretations. Social Media has amplified the reach and intensity of fandoms, allowing fans to interact with influencers and creator media narratives. While fandoms foster creativity and connections, they can sometimes lead to toxic behaviours, such as gatekeeping or aggressive reactions towards differing opinions or criticisms of the contents.

Q8 General aggression model

Ans The General Aggression Model (GAM) is a framework that explains how exposure to aggressive

stimuli can lead to the model, individuals and situational factors interact to influence a person's thoughts, emotions and arousal.

These internal states, in turn, affect how individuals interpret situations and make decisions, potentially leading to aggression. Aggression can reinforce aggressive patterns over time, making individuals more prone to hostile behaviour. The CIAM helps to understand both short-term aggressive reactions and long-term development of aggressive tendencies.

Q9 Cyber crime

Cyber crime refers to illegal activities conducted using digital technology, primarily the internet. It includes a wide range of offenses, such as hacking, identity theft, phishing, ransomware, vulnerabilities in systems and networks to steal data, disrupt services, or cause harm.

As digital dependency grows globally, cybercrime has become a major threat to individuals, businesses and government. It can result in financial losses, data breaches, and compromised security. Combating cybercrime requires robust cybersecurity measures, legal frameworks and public awareness to protect sensitive information and maintain digital safety.

Q10 Cultivation Theory

Ans

Cultivation Theory, developed by George Gerbner, suggests that long-term exposure to media, particularly television, shapes viewer's perceptions of reality. The theory posits that individuals who consume large amount of media content, especially violent or dramatic programming are more likely to perceive the world as more dangerous and threatening than it actually is. This "mean world syndrome" leads to skewed worldviews, where media consumers believe societal problems like crime and violence are more prevalent.

Cultivation theory highlights the media's powerful role in shaping public opinions, attitudes, and beliefs, influencing how people interpret and respond to the world around them.