

Basic information about the subject (independent of the cycle)

Module name	Introduction to media psychology
Erasmus code	
ISCED code	
Language of instruction	English
Website	-
Prerequisites	none
ECTS points hour equivalents	Contact hours (work with an academic teacher) 30 Total number of hours with an academic teacher 30 Number of ECTS points with an academic teacher 1 Non-contact hours (students' own work) 90 Total number of non-contact hours 90 Number of ECTS points for non-contact hours 3 Total number of ECTS points for the module 4
Educational outcomes verification methods	<p>The students will:</p> <ul style="list-style-type: none"> • Know the basic concepts concerning the field of media psychology • Possess the basic knowledge of the influence of various types of media and methods of measuring it • Be able to enlist selected classic researches conducted in the discipline • Describe basic media psychology theories • Be able to perform simple media text analysis concerning particular topics <p>These outcomes will be verified by on-going assessment concerning the students' preparation and participation in the class as well as by their final project.</p>
Description	<p>The module covers the knowledge in the area of media psychology. The course aims at providing the students with elementary knowledge concerning the issues researched within the limits of media psychology. The main focus will be placed on the psychological analysis of media-related phenomena. The issues studied will include the history of mass media (press, radio, television and new media) and the diverse aspects of media impact (violence, aggression, various representations of social groups, commercials, advertisements and political propaganda). All the problems will be approached from numerous perspectives. During the course, selected theories concerning the relation between the media messages and the media user will also be discussed. Students will also learn the basics of the media text analysis.</p>
Reading list	<p>Recommended Reading:</p> <ul style="list-style-type: none"> • Damean, D. (2006). Media and gender: Constructing feminine identities in a postmodern culture. <i>Journal for the Study of Religions and Ideologies</i>, 5(14), 89-94. • Dill, K. E. (2012). <i>The Oxford Handbook of Media Psychology</i>. New York: Oxford University Press. • Giles, D. (2003). <i>Media Psychology</i>, London: Lawrence Erlbaum Associates, Publishers. • Lauzen, M.M., Dozier, D.M., Horan, N. (2008).Constructing Gender Stereotypes Through Social Roles in Prime-Time Television. <i>Journal of Broadcasting & Electronic Media</i>, 52(2), 200-214. • Logan, R.K. (2010). <i>Understanding new media. Extending Marshall McLuhan</i>. New York: Peter Lang Publishing. • Luskin, B. (2012). Defining and Describing Media Psychology. <i>Psychology Today</i>. Retrieved from: http://www.apa.org/divisions/div46/Luskin,%20B.,%20Defining%20Media%20Psychology,%20Psychology%

	<p>20Today,%202012.pdf</p> <ul style="list-style-type: none"> Perse, E.M. (2008). Media Effects and Society. Mahwah: Lawrence Erlbaum Associates.
Educational outcomes	<p>KNOWLEDGE Students will:</p> <ul style="list-style-type: none"> Know the basic concepts concerning the field of media psychology Possess the basic knowledge of the influence of various types of media and methods of measuring it <p>SKILLS Students will:</p> <ul style="list-style-type: none"> Be able to enlist selected classic researches conducted in the discipline Describe basic media psychology theories Be able to perform simple media text analysis concerning particular topics <p>ATTITUDES Students will:</p> <ul style="list-style-type: none"> Display interest in the areas connected to media psychology
Practice	-

Information about classes in the cycle

Website	
Educational outcomes verification methods	(the same as above)
Comments	
Reading list	(the same as above)
Educational outcomes	(the same as above)
A list of topics	<p>1.The history of mass media – press, radio, television and their transformations</p> <p>2.New media - a blessing or a curse?</p> <p>3.Introduction to the basic theories in the media psychology</p> <p>4.Violence and mass media –facts, myths and misconceptions.</p> <p>5.Pro-social impact of the media messages</p> <p>6.Media representations of various social groups(1) – men, women... and (the lack of) equality?</p> <p>7.Media representations of various social groups(2) – ethnic differences</p> <p>8.Media representations of various social groups(3) – physically disabled people</p> <p>9.Media representations of various social groups(4) – people with mental disorders</p> <p>10.Advertisements, commercials and their effectiveness</p> <p>11.Political propaganda in the American and Polish media</p> <p>12.Media impact and its measurement</p>
Teaching methods	Discussion, presentation, lecture, group work
Assessment methods	<p>1) on-going evaluation on the basis of active class participation and the students' familiarity with the assigned literature</p> <p>2) Final project in the form of presentation – students choose one of the issues discussed during the classes and analyze it in 5-6 media texts of their choice (all types of media can be chosen – films, magazines, newspapers, games, websites etc.)</p>