

## SYLLABUS

<b>COURSE TITLE</b>	<b>INTRODUCTION TO MEDIA PSYCHOLOGY</b>
<b>CREDITS</b>	4
<b>LANGUAGE OF INSTRUCTION</b>	ENGLISH
<b>DEPARTMENT/FACULTY</b>	INSTITUTE OF PSYCHOLOGY/FACULTY OF EDUCATION AND PSYCHOLOGY
<b>LECTURER(S)</b>	JOANNA PLUTA, PH.D.
<b>COURSE OBJECTIVES</b>	
Students who successfully complete this course will have a basic knowledge of and insight into:	
<ul style="list-style-type: none"> <li>• The student is able to apply theoretical knowledge gained during the course to the simple media text analysis concerning particular topics</li> <li>• The student recognizes the problems related to the influence of various types of media texts and is aware of the advantages and disadvantages of methods of measuring it</li> <li>• The student is acquainted with the basic concepts concerning the field of media psychology</li> <li>• The student gains awareness of the importance of media literacy in today's world and knows how to shape it \</li> <li>• The student knows basic media psychology theories</li> </ul>	
<b>PREREQUISITS</b>	none
<b>COURSE ORGANISATION –LEARNING FORMAT AND NUMBER OF HOURS</b>	
Np. 30 hours of classes (involving lecture, discussions and various activities) – 2x45min every week during the whole semester	
<b>COURSE DESCRIPTION</b>	
<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> <p>A list of topics:</p> <ol style="list-style-type: none"> <li>1.The history of mass media – press, radio, television and their transformations</li> <li>2.New media - a blessing or a curse?</li> <li>3.Introduction to the basic theories in the media psychology</li> <li>4.Violence and mass media –facts, myths and misconceptions.</li> <li>5.Pro-social impact of the media messages</li> <li>6.Media representations of various social groups(1) – men, women... and (the lack of) equality?</li> <li>7.Media representations of various social groups(2) – ethnic differences</li> <li>8.Media representations of various social groups(3) – physically disabled people</li> <li>9.Media representations of various social groups(4) – people with mental disorders</li> <li>10.Advertisements, commercials and their effectiveness</li> <li>11.Political propaganda in the American and Polish media</li> <li>12.Media impact and its measurement</li> </ol>	
<b>METHODS OF INSTRUCTION</b>	Lecture, discussion, films, media text analysis, reading assignments, demonstrations
<b>REQUIREMENTS AND ASSESSMENTS</b>	1) on-going assessment (on the basis of students' participation in classes as well as their familiarity with the assigned readings)

2) Final project in the form of presentation – students choose one of the issues discussed during the classes and analyze it in several media texts of their choice (all types of media can be chosen – films, magazines, newspapers, games, websites etc.)

3) in case of students’ lack of preparation for the classes, short tests may appear during the classes

Success in this course depends on attending class regularly, actively participating in class, reading the assigned texts or watching the assigned films and the readiness to participate in didactic discussions.

**Familiarity with the required readings:** It is checked during each class, during the discussions; short tests may also appear (students get active participation grade)

**GRADING SYSTEM**

**Final project:** Final project will have the form of Powerpoint or Prezi presentation – students will choose one of the issues discussed during the classes and analyze it in 4-15 media texts of their choice (all types of media can be chosen – films, magazines, newspapers, games, websites etc.). They are supposed to suggest the topic, which must be later accepted by the lecturer. Their projects must include original, creative analyses, but they must also include references to academic texts and/or to theories/concepts that were discussed during the class. Each final project is evaluated accordingly to the following criteria: - quality of analysis, structure, choice of media texts, manner of delivery, use of other academic sources. The students can get 2 points for each of these criteria.

**TOTAL STUDENT WORKLOAD NEEDED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDIT POINTS**

Activity	Hours:
Lecture	30 (the overall number of hours)
Preparation for classes (Reading, homework etc.)	50
Preparing a presentation	40
Total	120
ECTS	4

**STUDYMATERIALS**

**PRIMARY OR REQUIRED BOOKS/READINGS:**

Selected required readings:

Damean, D. (2006). Media and gender: Constructing feminine identities in a postmodern culture. *Journal for the Study of Religions and Ideologies*, 5(14), 89-94.

Dill, K. E. (2012). *The Oxford Handbook of Media Psychology*. New York: Oxford University Press.

Giles, D. (2003). *Media Psychology*, London: Lawrence Erlbaum Associates, Publishers.

Lauzen, M.M., Dozier, D.M., Horan, N. (2008). Constructing Gender Stereotypes Through Social Roles in Prime-Time Television. *Journal of Broadcasting & Electronic Media*, 52(2), 200-214.

Logan, R.K. (2010). *Understanding new media. Extending Marshall McLuhan*. New York: Peter Lang Publishing.

Luskin, B. (2012). Defining and Describing Media Psychology. *Psychology Today*. Retrieved from: <http://www.apa.org/divisions/div46/Luskin,%20B.,%20Defining%20Media%20Psychology,%20Psychology%20Today,%202012.pdf>

Perse, E.M. (2008). *Media Effects and Society*. Mahwah: Lawrence Erlbaum Associates.

**SUPPLEMENTAL OR OPTIONAL BOOKS/READINGS:**