

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019-2020 BATCH AND THEREAFTER**

Programme: B.Voc VP.

Semester: IV

Paper 7: Media Psychology

Course Code : 18BVV403

Course Objectives:

1. To help students understand the basic concepts, developments, issues and debates in the field of media psychology.
2. To help students appreciate principal theories and processes of medial use and its effects.
3. To help students understand the effects of media on childhood and adolescence periods.
4. To facilitate students critically analyze the representation of different social groups in media.
5. To help students understand the psychological effects of media and its violence.

UNIT I: INTRODUCTION

(15 HOURS)

Definition; Brief history; Dimensions of media psychology; The need for media psychology; Psychology and media relationship; Media psychology and kindred disciplines; Practicing media psychology.

UNIT II: THEORETICAL ISSUES AND RESEARCH METHODS (15 HOURS)

Theoretical issues - early approaches to media, postmodernism, development in media research, the effect tradition, cultivation research and the active audience.

Research Methods - experimental tradition, survey methods, interviewing and qualitative analysis, ethnography and observation, analysis of media texts, discourse analysis.

UNIT III: DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY

(15 HOURS)

Young children and television – fantasy versus reality, script and schema explanations, children’s socialization through media, imagination, pretense, and theory of mind;

Children and advertising- impact, stage theory of consumer development, food advertisements and childhood obesity, law on children’s advertisements;

Media and adolescents - media use in adolescence, the role of media figures during adolescence, cultural functions of media use, media influences on adolescent body image.

UNIT IV: SOCIAL GROUPS AND MEDIA

(15 HOURS)

Representations of social groups in media - gender, minority groups, disability, mental illness; Gender representation in media – male, female and transgender; Implications of media representation of social groups; The psychology of the media audience - “The Audience” in media research, parasocial interaction, fans and fandom.

UNIT V: PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA

(15 HOURS)

Pro-social effects of media – media and prosocial behaviour, the effects of “Prosocial Media” on audience; The effects of media violence – immediate effects, characteristics of the users of violent media, cognitive factors in media violence, cultural and ideological aspects of the media violence debate; Pornography and its effect on different age groups; Advertising in media – the role of psychology in advertising, cognitive and behavioural effects of advertising, rhetorical effects of advertising; Ethical issues in the use of media; Future directions in media.

PRACTICALS:

1. Mobile Phone Addiction Scale.
2. Problematic Pornography Consumption Scale.
3. Scale on Advertising Effectiveness.
4. Social Networking Usage Questionnaire.
5. Facebook Addiction Scale.

References

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