CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit Distribution of the Course			Eligibility Criteria	Pre-requisite of the Course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSE -7 ESSENTIALS OF MEDIA PSYCHOLOGY	4	3	1	0	Class 12th Pass	Basic knowledge of Introductory psychology

Learning Objectives

- To educate learners about media and its impact.
- To acquaint learners with the role of media in psychosocial change.
- To help learners understand critical issues related to media.

Learning Outcomes
After doing this course the student will be able to:
- Understand the concept of media and its interface with psychology.
- Distinguish between fantasy and reality.
- Analyse the relationship between advertising and persuasion.
- Critically examine the psychosocial influences of media.

SYLLABUS OF DSE- 7

UNIT – I   (9 hours)

Introduction to Media Psychology: Nature and scope of media psychology; Classic Theories in Media Studies (Marshall McLuhan, Baudrillard); Research in Media Psychology; Indian perspective of Media Psychology.

UNIT – II (12 hours)

Media and the User: Fantasy and Reality; Expressing self and identity through social media; Finding communities (Fandoms, Virtual Communities); Use and Abuse of Internet

UNIT – III (12 hours)

Social Impact of Media: Media influences on pro-social behaviours, violence, and aggression; Psycho-social effects (Social Comparisons, Body Image, Substance Use).

UNIT – IV (12 hours)

Critical Issues in Media Psychology: Media as a tool for social and political change (Social Media movements, Propaganda); Representations of social groups in media (Gender and Sexuality, Religious Minorities, Disability); Ethics and Media

Practical component (if any) – Nil

Tutorial component (15 hours)

Suggestive Tutorial Activities *(This is a suggestive and not an exhaustive list of tutorial activities)*

- Discussions around use of media for campaign promotion like Swachh Bharat Abhiyan, Fit India etc.
- Critical thinking exercises like Advertisement Analyser worksheets
- Questionnaires to understand social media and its impact, such as Social Media Use Questionnaire (e-SMUQ) or Internet Addiction Scale
- Reflective exercise on identifying influence of social media on behaviour
- Documentary screenings and discussions
- Discussions around FOMO and JOMO

Essential/Recommended readings

Batra, R., Aaker, D. A., and Myers, J. G. (2006). *Advertising management*. New Delhi Dorling Kindersley (India).

Cill, J.C., Culbert, D.H., & Welsh, D. (2003) *Propaganda and mass persuasion: A Historical Encyclopedia,* Santa Barbara: ABC-CLIO, Inc.

Dill, K. E. (2009). *How fantasy becomes reality: Seeing through media influence.* Oxford University Press.

Dill, K. (Ed.). (2013). *Oxford handbook of media psychology*. New York: Oxford University Press.

Gayle, S.S., Giles, D.C., Cohen, D., & Meyers, M.E. (2021). *Understanding Media Psychology*. Routledge

Giles, D. (2008). *Media psychology*. Lawrence Erlbaum

Giles, D. (2010). *Psychology of the media*. Macmillan International Higher Education.

Kumar, N. (2021). *Media psychology: Exploration and application*. Routledge.

Mc Mahon, C. (2019). *The psychology of social media*. Routledge.

McLuhan, M. (2001). *Understanding Media: The extensions of man*. United Kingdom: Routledge.

Newman, M. J. (2015). Image and identity: Media literacy for young adult Instagram users. *Visual Inquiry. 4* (3): 221–227

Sharma, S. & Singh, R. (2011). *Advertising: Planning and implementation* (5thed.). PHI Learning Pvt Ltd.

Tiwari, S., Jina, P., Pathak, D.N., Uniyal, V., and Singh, U.K. (2022). The paradox of use, abuse, and misuse of the internet by the children. *International Journal of Mechanical Engineering, 7*(3), 707-713.

Suggestive Readings

Frohardt, M. & Tamin, J. (2003). Use and abuse of media in vulnerable societies. *Special Report*, United Institute of Peace, www.usip.org

Joinson, A., McKenna, K. Y. A., Postmes, T., &Reips, U.-D. (Eds.). (2007). *The Oxford handbook of internet psychology*. Oxford: Oxford University Press.

Merrin, W. (2005). *Baudrillard and the media: A critical introduction*. Polity. Wiley

Pescott, C. K. (2020). "I Wish I was wearing a filter right now": An exploration of identity formation and subjectivity of 10- and 11-year olds' Social Media Use. *Social Media + Society, 6*(4).

Spies Shapiro LA, Margolin G. (2014). Growing up wired: social networking sites and adolescent psychosocial development. *Clinical Child and Family Psychology Review, 17*(1),1-18.

Note: **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**