

COMMON POOL OF GENERIC ELECTIVES (GE) COURSES
Offered by Department of Psychology

GENERIC ELECTIVE COURSE GE-15 MEDIA PSYCHOLOGY

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		
GE -15 MEDIA PSYCHOLOGY	4	3	1	0	Class 12th Pass	Basic knowledge of Introductory psychology

Learning Objectives

- To develop an understanding of media, media literacy and their psychological implications.
- To examine how we interact with media on the psychological level.
- Understand the benefits of applying media psychology.
- Appreciate the interaction of media and culture.
- Examine media contents and effects and socialization.

Learning Outcomes

After doing this course the student will be able to:

- Understand the psychological power of media and its effects
- Discuss the psychological role of media in creating realities
- Discuss the effect of media on identity, youth and violence
- Demonstrate knowledge and skills for media psychology, media effects and media content
- Describe the relationship between media and social change

SYLLABUS OF GE- 15

UNIT - I

(12 hours)

Understanding Media Psychology: Defining Media Psychology; Media Influence in everyday life, Media and social Interaction, Media Theories (Linguistic and Communicative theories).

UNIT - II

(12 hours)

Mass Media and Society: Paradigms in media sociology; Mass Media and Family, Youth Empowerment and Media; Gender Representation in the Media; Critical Evaluation of Mass Media and Indian Society.

UNIT - III

(9 hours)

Media and Culture: Mass Media and Culture; Communities and sub-cultures; Intercultural Communication; Ideology and Media Representations; Realistic Conflict Theory.

UNIT - IV

(12 hours)

Effects of Media: Media Effects Theories; Media Effect on Identity; Media Effect on Women; Social Learning Theory; Media Violence and its Effect on Youth.

Practical Component – Nil

Tutorial Component

(15 hours)

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

- Reflections on everyday experiences in the light of Theories of Media.
- Panel Discussion (e.g. gender and media, youth and media, family systems and media).
- Analysing the variation of information disseminated in media across cultures and understanding the nuances of communication.
- Learning the effects of media through debates.
- Class projects related to effects of media on Individual and group behaviour.

Essential/Recommended Readings

Giles, D. (2010). *Psychology of the media*. Basingstoke: Palgrave Macmillan.

Kumar, N. (2020). *Media psychology: Exploration and application*. Routledge India.

Stever, G. S., Giles, D. C., Cohen, J., Myers, M. E. (2021) *Understanding media psychology*. Routledge.

Suggestive Readings

Bandura, A. (2001). Social cognitive theory of mass communication. *Media psychology*, 3 pp. 265-299.

Brewer, G. (2011). *Media psychology*. Basingstoke: Palgrave Macmillan.

Dill, K. E. (2012). *Oxford handbook of media psychology*. New York: Oxford University Press.

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