Title: Media & Psychology
Code: DMC-312
Semester: 6th
Rating: 3 Credit Hours

DMC-312: Media & Psychology   3 Cr. Hrs

Course Description:
This course is important as it would help the student to understand the effect of various types of information delivered via some technological medium on society & people. It discusses how audiences use and make sense of media content, and how are affected by it, behaviorally, cognitively and emotionally.

Learning Outcomes:
The student will be able to
- Understand the concepts and theories of media psychology.
- Understand functioning of media audiences
- Explore many forms of media effects
- Comprehend the psychological processes underlying media effects.
- Understand the psychological processes underlying media effects.

Course Contents:
1. Defining Media Psychology
2. History & Schools of Thought
3. Social Identity and Self-Representation
4. Group Behaviors, Social Influence, Social Capital
5. Mobile, Wearable and Interactive
6. Changing Hearts & Minds with Messages
7. Making Meaning with Stories
8. Positive Psychology Applied to Media

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:
Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.