

DMC-102: Media and Psychology

3 Cr. Hrs

Title: Media and Psychology
Code: DMC-102
Semester: 1st
Rating: 3 Credit Hours

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.