BSCS 803: Special Courses

1   Media Psychology

Course Objectives:
The main objectives of this course are to:
- Induce context and awareness about prevailing theoretical tools as the students begin their journey through Media Psychology

- Instill the importance of understanding human behavior and experience as the basis for working with media applications
- Make the students aware about the psychological processes underlying media effects

Course Outcomes:

After studying this course, the students will be able to:

- Apply psychological theory and research to the analysis of media and technology use, development and impact
- Develop awareness about the importance of media literacy in today's world and the ways to shape it in the modern world's perspective

Course Outline:

- **Introduction to Media Psychology**
- **Theoretical perspectives of Media Psychology**
- **Motivation and Adoption of Media**
  - Motivation
  - Social Cognitive Theory of Media
  - Theory of Planned Action and Norms
- **How do we process Mediated Messages?**
  - Attention, Arousal
  - Cognitive Processing of Mediated Message
  - Persuasion
- **Psychology of Media Audience**
  - Para social Relationships
  - Fan and Fandom
- **Advertisement and Psychology**
- **Representation of Gender and the Media**
- **Media Processes and Effects**
  - Media and Pro-social behavior
  - Effects of Media violence
  - Role of Emotions in media use and effects
  - Terrorism & Mass Media
- **Interactive and Emerging Technologies**
  - Social influence in virtual environment
  - Pathological technology addiction and its impact
  - Active Video games and attention: Impact and research
- **Campaigns, Voting, Media and Elections**
- **The Psychology of Communication About Politics**
- **Psychological Warfare**

Recommended Readings:

1. Bryant, J., & Oliver, M. B. (Eds.). (2009). *Media effects: Advances in theory and research*. Routledge.
2. Comstock, G., & Scharrer, E. (2005). *The psychology of media and politics*. Academic Press.
3. Dill, K. E. (Ed.). (2013). *The Oxford handbook of media psychology*. Oxford University Press.
4. Giles, D. (2005). *Media psychology*, New Jersey, NJ: Lawrence Erlbaum Associates,
5. Knobloch-Westerwick, S. (2014). *Choice and preference in media use: Advances in selective exposure theory and research*. Routledge.
6. Sanborn, F. W., & Harris, R. J. (2019). *A cognitive psychology of mass communication*. Routledge.
7. Lang, A. (2006). Using the limited capacity model of motivated mediated message processing to design effective cancer communication messages. *Journal of Communication,* 56, S57-S80. 3.
8. Fisch, S. M. (2000). A capacity model of children's comprehension of educational content on television. *Media Psychology*, 2(1), 63-91

9. Logan, R.K. (2010). *Understanding new media.* New York: Peter Lang Publishing.

1- <u>Media Governance and Public Policy</u>

Course Objectives:
This course has been designed to:
- Develop a general understanding among the students about structure of government and mass media operation
- Familiarize the students with the contribution of mass media in policy-making debates

Learning Outcomes:
By the end of the course, the students will be able to:
- Understand the relationship between institutional policies and intervention of media
- Analyze the role of media along with the governmental policies and implementations

Course Contents:
- Media theories and public policy making process
- Complex and dynamic relations between government and the mass media
- Media's watch dog role in governance and the Fourth Estate Concept
- The pervasive media in society, policy issues relevant to the contemporary mass media, politics and government
- Media's role in domestic and foreign policy issues
- Strengthen democracy, and Institutions
- Usage of media in the process of public policy making
- Pros and cons of social media in policy making

Recommended Readings
McQuail, D., & Siune, K. (1998). Media policy. Sage
 Strömberg, D. (2001). Mass media and public policy. European economic review, 45(4-6), 652-663.
Koch-Baumgarten, S., & Voltmer, K. (Eds.). (2010). Public policy and the mass media: The interplay of mass communication and political decision making (Vol. 66). Routledge.
Strömberg, D. (2004). Mass media competition, political competition, and public policy. The Review of Economic Studies, 71(1), 265-284.

2- <u>Media and Religion</u>

The course is based on the interplay between media and religion and its effect on media consumers, Religion and culture are interlinked inseparably engaged in a process of ongoing adaptation. Culture shapes and is shaped by the other elements of a society including religion.

Course Objectives:
The core objectives of this course are to:
- Provide students with an understanding of the interrelationship between media and religion
- Develop an insight among the students about contemporary issues related to media and religion
- Enable the students to identify the role of ideology in the media messages

Learning Outcomes:
After studying this course, the students will be able to:
- Develop critical approach about portrayal of religious issues in media
- Identify and evaluate role of religious ideologies in media message construction

Course Outline:
- Understanding religion : Theology, Spirituality and Mysticism
- Ideology and media , Commonalities and differences in major religions of the world , Islam, Christianity, Jewish, Hinduism
- Sectarianism, issues, causes, prevention
- Construction of Identity, role of media and religion
- Inter-religious harmony and media, concept of self and others
- Media ethics, culture and religion in global perspective
- Hate speech and various media platforms from traditional to digital; Islam phobia
- Conflict resolution and the role of media

Recommended Readings:
1. Christians, C. G. 1997. "Technology and triadic theories of mediation". In Rethinking media, religion and culture, Edited by: Hoover, S. M. and Lundby, K. 66–67. London: Sage Publications.
2. Clark, L. and Hoover, S. M. 1997. "At the intersection of media, culture, and religion". In Rethinking media, religion and culture, Edited by: Hoover, S. M. and Lundby, K. 20London: Sage Publication.
3. Heidegger, M. 1966. Discourse on thinking, New York: Harper and Row
4. Heidegger, M. 1977. The question concerning technology and other essays, Edited by: Lovitt, William. New York: Harper and Row.
5. Mohammadi, A. S. 2003. Communication and information era in religious globalization. Journal of Research and Deliberation, 35: 147–150.

3- Health Communication

Course Objectives:
The core objectives of this course are to:
- Enable the students to analyze and describe socio-historical, social, political, and cultural factors that affect health communication and healthcare
- Familiarize the students with articulate ways in which different models of healthcare affect and reflect health communication

Learning Outcomes:
After studying this course, the students will be able to:
- Explore, analyze, and synthesize research and personal experience on narrative making sense of illness
- Analyse the health communication case studies in Pakistan including Dengue, Covid-19, TB, Diabetes etc
- Develop practical Health Communication skills by contriving health campaigns on contemporary diseases and health issues

Course Outline:
- Communication, Media and Public Health, various dimensions of public health and their relationship with other areas of social sector
- Public Health Institutions of Pakistan
- Health Literacy, Communication tools and Media
- Role of Communication in promotion of national health
- Health Communication Models: P-Process, KAP/KAB model
- Communication planning and strategies for public health
- Conditions of public health in Pakistan

- Role of Pakistani media towards health issues
- Role of WHO and other international organizations
- Health Reporting in Pakistan: practice and issues
- Health Communication case studies of Dengue, Covid-19, Breast Cancer, population welfare, TB, Diabetes, Calcium intake etc
- Developing health communication campaigns

Recommended Readings:
1. Phyllis Tilson Piotrow, Health Communication, Praeger:
2. Clive Seale, Media & Health, SAGE:
3. Charles Atkin Laurence Wallack, Mass Communication & Public Health, SAGE:
4. Thomas E. Backer, Designing Health Communication Campaigns, SAGE:

5,World History

Course Objectives:
The objective of this course is to examine world history from the birth of civilization to the present with an emphasis on historically important empires, ideologies, institutions, and events. Students will develop an understanding of current world issues and relate them to their historical contexts.

Course Outline:
Introduction to World History
- World History: A Synoptic view
- Civilization in World History
- Empire in World History

The Making of Modern World
- Renaissance and Enlightenment
- Nationalism/Emergence of Nation State System
- Industrialization and Modernity
- The Origins and Evolution of Modern Political Institutions

The Age of European Imperialism
- Discovery of America
- British in India
- European Ideologies/Modalities of Imperial Rule
- Decolonization and The Politics of International Development

Regions in World History
- South Asia
- Middle East

Wars in World History
- The Great Wars
- Cold War
- World After 9/11

Recommended Readings:
1. Bayly, C.A. The Birth of Modern World. London: Blackwell, 2004.
2. Burbank, Jane, Frederick Cooper. Empires in World History: Power and the Politics of Difference. Princeton:
3. Princeton University Press, 2010.
4. Escobar, Arturo. Encountering Development: The Making and Unmaking of the Third World. Princeton: Princeton University Press,1995.

5. Ekbald, David: The Great American Mission: Modernization and the Construction of and American World
6. Order. Princeton & Oxford: Princeton University Press, 2011.
7. Go, Julian. Patterns of Empire: The British and American Empires 1688 to the Present. Cambridge:
8. Cambridge University Press, 2011.
9. Greer, Thomas H. A Brief History of the Western World. 2005.
10. Hyam, Ronald. Understanding the British Empire. Cambridge: Cambridge University Press, 2010.
11. Mukherjee, Mithi. India in the Shadows of Empire. New Delhi: Oxford University Press, 2010.
12. Palmer R.R., Jeol Colton, Lloyd Kramer. A History of Modern World. New York: Alfred A. Knopf.2013.
13. P.N. Stearns. The Industrial Revolution in World History. Cambridge MA. 2013.
14. Sachs, Wolfgang. Ed. The Development Dictionary. A Guide to Knowledge as Power. London & New York: Zed Books, 2010.
15. Wallerstein, Immanuel. The Modern World System. University of California Press, 2011.
16. Wells, H.G. A Short History of the World. London: William Heinemann, 1927.

6. **Media and Conflict Management**

Course Objectives:
The main objectives of this course are to:
*   Critically analyze how the dissemination of information, ideas and frames might impact emotions, identities, thoughts and behaviours
*   Recognize strategies used by political actors, including governments to influence media content, constituents and foreign audiences

Course Outcomes:
After studying this course, the students will be able to
*   Work collaboratively and individually for understanding media content
*   Think critically about how changing communication technologies and content shape our understandings about political violence

Course Outline:
Overview of Concepts and Historic Contexts, Leadership and Construction
*   Hard & Soft Power: Force, Propaganda, Persuasion, Coercion
*   Frames, Meta-frames, Power of Emotion, Learning, Information
*   Psychological forces, Agenda-setting, Persuasion & Media
*   Understanding the concept of Genocide : Case of Rwanda, Holocaust
*   Genocide and Muslims, Bosnia, Afghanistan, Sri Lanka (Uyghur Muslims)
*   Media, Conflict & Peace Building: Indo-Pak Conflict – Kashmir Issue
*   Media, Conflict & Peace Building: Palestine, Iraq, Afghanistan issue
*   Western Media, Structures, News Norms, Coverage & Portrayals
*   War Correspondents & Peace Journalism
*   Media & Foreign Policy (Iraq and Afghanistan War)
*   Propaganda, Public Diplomacy & International News "wars"
*   Hackers & Cyber-warfare
*   Entertainment Media & Conflict

Recommended Readings:
1. Armoudian, Maria. 2016. Reporting from the Danger Zone: Frontline Journalists, Their Jobs and an Increasingly Perilous Future. Introduction, Chapter Two & Conclusion

2. Cull, Nicholas. 2009. Annals of the American Academy of Political and Social Science. Vol. 616, Public Diplomacy in a Changing World (Mar., 2008), pp. 31-54.

3. Galtung, Johan, and Dietrich Fischer. 2013."High road, low road: Charting the course for peace journalism." Johan Galtung. Springer Berlin Heidelberg. 95-102. http://reference.sabinet.co.za/webx/access/electronic_journals/track2/track2_v7_n4_a4.htm (Links to an external site.)

4. Jakobsen, Peter Viggo. 2000. "Focus on the CNN Effect Misses the Point: The Real Media Impact on Conflict Management is Invisible and Indirect." Journal of Peace Research. Vol. 37, No. 2 (p. 131-143).

5. Lance Bennett: When the Press Fails. University of Chicago Press. Introduction.

6. Nacos, B., 2016. Mass-mediated Terrorism: Mainstream and Digital Media in Terrorism and Counterterrorism. Rowman & Littlefield. Introduction.

7. Norris, Pippa, Montague Kern & Marion Just. "The Lessons of Framing Terrorism." In Framing Terrorism.

8. Rodgers, James. 2012. "The Air Raids that Never Were and the War that Nobody Won: Government Propaganda in Conflict Reporting and How Journalists Should Respond to it." Global Media and Communication. April. Vol. 9, No. 1.

9. Shane, S. and Hubbard, B., 2014. ISIS displaying a deft command of varied media. New York Times, 30.

10. Seib, Philip. 2010. "Transnational journalism, public diplomacy, and virtual states." Journalism Studies5: 734-744.

11. Wolfsfeld, Gadi. "Telling a Good Story." In Making Sense of Media & Politics. Routledge.