

Level Four: Media Psychology ECAP4004

Semester Two – BSc Applied Psychology

Assessments:

1x essay

1x presentation

Lectures – 10x asynchronous lectures

Week	Lecture title and content
1.	1. What is Media Psychology? Historical & Contemporary Perspectives in Media Psychology.
2.	2. Interaction in Media Psychology: Persuasion and Advertising in Media Psychology.
3.	3. Issues in Media Psychology: Food advertising and marketing, fast and junk food, media, eating behaviours and the couch potato.
4.	4. Issues in Media Psychology: Health Education and Health Promotion.
5.	5. Interaction in Media Psychology: Celebrities and their influence. Persuasion and Advertising in Media Psychology.
6.	6. Issues in Media Psychology: Sexual Socialisation.
7.	7. Aggression: Does media attract violent individuals? Are some people 'at risk' from media violence and de-sensitisation.
8.	8. Issues in Media Psychology: Cyberbullying.
9.	9. Issues in Media Psychology: Stereotyping, prejudice and discrimination.
10.	10. Future Trends in Media Psychology: Social media and the Internet, Social media and displays of health risk behaviours.

Live Seminars – 4x whole day seminars

Relevant Lectures:	Live Seminar content:
1. What is Media Psychology? Historical & Contemporary Perspectives in Media Psychology.	What is media psychology? Session 1 – introduction and background.
2. Persuasion and Advertising in Media Psychology.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – psychological models of persuasion – how do they relate to you? Discussion and application of the models based on practical applications in the real world.

3. Issues in Media Psychology: Food advertising and marketing, fast and junk food, media, eating behaviours and the couch potato.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – Media, diet and eating behaviour. The stark contrast between obesity and eating disorders and the media. Are they responsible? Class debate based on reading.
4. Issues in Media Psychology: Health Education and Health Promotion.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – Persuasion, advertising and health behaviours – an exploration of the models of behavioural change. Session 2 – Health promotion – what works and what doesn't? Group presentations based around provided reading.
5. Interaction in Media Psychology: Celebrities and their influence.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – Para-social relationships, who and why? A discussion of the literature: celebrity worship and its effect. Session 2 – Celebrities and adolescence – measuring the impact of celebrities on the developing individual. Critical discussion of the literature.
6. Issues in Media Psychology: Sexual socialisation.	Critical issues within Media Psychology. Session 1 – Sexualisation, sexual object, sexual subject and sexual socialisation. What do they mean and why do they matter? Discussion of the research literature based upon provided papers.
7. Aggression: Does media attract violent individuals? Are some people 'at risk' from media violence and de-sensitisation.	Critical issues within Media Psychology. Session 1 – Media and aggression. Debate based on provided reading – two teams to present their arguments based upon the reading.
8. Issues in Media Psychology: Cyberbullying.	Critical issues within Media Psychology. Session 1 – Cyberbullying and the media – how have things changed from traditional to online bullying and what is the difference. Discussion.

9. Issues in Media Psychology: Stereotyping, prejudice and discrimination.	Critical issues within Media Psychology - stereotyping and Discrimination. Session 1 – Stereotyping and the media – the last fifty years. A discussion surrounding stereotyping theory and how this relates to the media.
10. Future Trends in Media Psychology: Social Media and the Internet, Social media and displays of health risk behaviours.	Where do we go from here? Session 1 – The new media influencers – what, when and how? Where do we go from here? Contemporary literature discussion. Session 2 – End of module summary, the potential of media for harm or happiness? Last minute thoughts.