

MEDIA PSYCHOLOGY

CREDIT	3	INSTRUCTOR	Park, Namkee
OFFICE	Billingsley 108	OFFICE HOURS	Tuesday & Thursday 2-3 pm
TIME	09:00 ~ 10:40	CLASSROOM LOCATION	TBA
E-MAIL	npark@yonsei.ac.kr		

[COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	<p>This course is an undergraduate course designed to review current discussions and evidence about the psychological significance of media. The course encompasses analyses of the psychological impacts of media content and presentation. Students gain an understanding of how individuals process media contents as well as how the media affect individuals' knowledge, attitudes, and behaviors. A variety of topics such as the psychological processing of media, media violence, sexual content, stereotyping, media effects on collective opinion, and the effects of new communication technologies will be covered. In addition, the class will comprehensively investigate the impacts of new media on social and psychological consequences, together with new media users' activities.</p>
PREREQUISITE	No prerequisite.
COURSE REQUIREMENTS	<ol style="list-style-type: none"> Class participation & Attendance: Students are expected to make informed contributions to class discussions and in-class activities. Regarding class attendance, the instructor (or his teaching assistant) will check students' attendance at the beginning of each class. In addition to following the university's general guideline of the attendance policy, the instructor will count late attendance or early leave as well. In-class mid-term and final exams: There will be in-class mid-term and final exams on the designated dates. Research project: Students will work in groups on a project in which they are expected to develop a single issue or case study (again, the number of students per group will depend on the number of students in the class). The issues or case studies can be either economic, policy, technological, cultural, ethical, or strategic topics with respect to media and society. A one page synopsis of the project should be submitted during the second week. The groups will present their projects to the class at the end of the semester. Presentations must include visual aids

	<p>and a written report (7 double-spaced pages excluding the list of references/sources). Any citation/reference style guideline (e.g., APA style, Chicago style, Harvard style, etc.) will be fine, but be consistent throughout the paper. The paper should include: (1) background and importance of an issue/case; (2) summary of the arguments surrounding the issue (using experts' views) or the case study; (3) a list of sources you used in the paper.</p>
<p>GRADING POLICY</p>	<p>Attendance and participation: 10%</p> <p>Midterm exam: 35%</p> <p>Final exam: 35%</p> <p>Final group project presentation & paper: 20%</p> <p>95 - 100%: A+</p> <p>92 - 94.9%: A0</p> <p>90 - 91.9%: A-</p> <p>87 - 89.9%: B+</p> <p>83 - 86.9%: B0</p> <p>80 - 82.9%: B-</p> <p>77 - 79.9%: C+</p> <p>73 - 76.9%: C0</p> <p>70 - 72.9%: C-</p> <p>67 - 69.9%: D+</p> <p>63 - 66.9%: D0</p> <p>60 - 62.9%: D-</p> <p>Below 60%: F</p>
<p>TEXTS & NOTES</p>	<p>No required textbook. Class materials will be provided by the instructor, if necessary.</p>
<p>INSTRUCTOR'S PROFILE</p>	<p>Dr. Namkee Park Associate Professor / Underwood Distinguished Professor Department of Communication Yonsei University</p> <p>Assistant Professor at the Gaylord College of Journalism and Mass Communication, University of Oklahoma, 2007 -2013 (tenured & promoted) Ph.D. from the Annenberg School for Communication, University of Southern California M.A. from the Dept. of Telecommunication, Michigan State University M.A. from the Dept. of Mass Communication, Yonsei University B.A. from the Dept. of Mass Communication, Yonsei University</p>

[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1	Introduction to the class Introduction to Media Psychology Motivations and Social Cognitions of Media	Class materials will be provided by the instructor.	
2	Attention and Memory from Media Emotions, Arousal, and Affects from Media		One page synopsis of the project
3	Information Processing of Media Messages		Midterm exam
4	Media Realism Social Reality and Mass Personalization		
5	Excitation Transfer and Aggression from Media		
6	Biological/Evolutionary Theories of Media Group presentations		Final exam