

Syllabus

Search

COM3134-01 ( 1ST SEMESTER, 2022 )



Created Date	2022-01-18 17:10:13	Last-Modified	2022-01-18 17:11:16
Course Title	MEDIA PSYCHOLOGY	Credit	3
Location	BilHall110	Time	Mon5,6,Wed6

Instructor	Park Namkee	Department	사회과학대학 언론홍보영상
Office	Billingsley Hall 108	Telephone	02-2123-2978
e-mail & Office Hour	npark@yonsei.ac.kr, Wednesdays 3-5 pm and by appointment		

Core Competencies	문제해결능력	창의적 사고능력	협업 및 커뮤니케이션 능력
	30	50	20

Target Students	Upper undergraduates (Sophomores, Juniors, & Seniors)
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Course Description & Goals	<p>This class is an upper-level undergraduate course designed to review current discussions and evidence about the psychological significance of media. This course encompasses analyses of the psychological impact of media content and presentation. Students gain an understanding of how individuals process media contents as well as how the media affects individuals' knowledge, attitudes, and behaviors.</p> <p>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.</p>
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Prerequisite	None.
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Course Requirements	<p>Midterm Exam (35%)                  Final Exam (35%)                  Group Project (20%)                  Attendance &amp; Participation (10%)</p>
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Grading Policy(Absolute)	<p>Exams 600 + Research paper 200 + Participation 200 = Total 1000.                  Your final grade will be based on the percent of total points that you receive using the following scale:                  100-97% A+; 96-93 A0; 92-90 A-;                  89-87 B+; 86-83 B0; 82-80 B-;                  79-77 C+; 76-73 C0; 72-70 C-;                  69-67 D+; 66-63 D0; 62-60 D-;                  59 and below F.</p>
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Texts & References	A list of recent articles on the topics will be provided.
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	<p>Professor / Underwood Distinguished Professor                  Department of Communication</p>
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Instructor's Profile	University of Southern California: Ph.D. in Communication Michigan State University: MA in Telecommunication Yonsei University: MA in Mass Communication Yonsei University: BA in Mass Communication
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TA's Name & Contact Information	TBD
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Syllabus in English	<p>Exams: There will be two exams. Midterm exam will be worth 350 points. Final exam will be worth 350 points. The exams may include multiple choice, true/false, and/or short/long essay questions. You will not be able to makeup an examination if it is not taken at the designated date/time.</p> <p>Research paper: Students will submit a 7-8 page research paper (total of 200 points) at the end of the semester. This assignment includes research question(s), outline, final paper, and presentation. Students will choose their topic of interest. Details will be provided in class.</p> <p>Attendance &amp; participation: A specific assignment will be given for some sessions (total of 100 points). In the case of a verifiable and legitimate absence, students can make up a missed assignment. Students will need to contact the instructor via e-mail within one week of returning from the absence if they wish to makeup the assignment.</p> <p>Class Management:</p> <ol style="list-style-type: none"> <li>1) Students are expected to read the assigned materials before class, participate in class/group discussions, complete all assignments, and write clearly on all assignments.</li> <li>2) When you are absent for any reason, it is your responsibility to catch up with the material you missed by obtaining notes, etc. from other students.</li> <li>3) There will be no makeup for missed examinations. You will get zero points for a grade.</li> <li>4) Any type of cellular phone and mobile device use during class is prohibited.</li> </ol>
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Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2022-03-02 2022-03-08	Course Introduction, Introduction to Media Psychology	Giles, D. (2010). Psychology of the media. Ch. 2. NY: Palgrave Macmillan.  Sherry, J. L. (2004). Media effects theory and the nature/nurture debate: A	(3.2.) Spring semester classes begin (3.4. - 3.8.) Course add and drop period

			historical overview and directions for future research. Media Psychology, 6, 83-109.	
2	2022-03-09 2022-03-15	Cognitive Processing of Mediated Information	Lang, A. (2000). The limited capacity model of mediated message processing. Journal of Communication, 50, 46-70.  Reeves, B., & Nass, C. (1996). Media Equation. Ch. 20, 21.	(3.9.) Presidential election day
3	2022-03-16 2022-03-22	Emotional Aspects of Media Use	Oliver, M. B. (2008). Tender affective states as predictors of entertainment preference. Journal of Communication, 58, 40-61.  Hartmann, T. (2013). Media entertainment as a result of recreation and psychological growth. In A. N. Valdivia (Ed.) The international encyclopedia of media studies (pp. 170-187). Oxford: Blackwell Publishing Ltd.	
			Giles, D. (2002). Parasocial interaction: A review of the	

4	2022-03-23 2022-03-29	Parasocial interaction & Identification	<p>literature and a model for future research. <i>Media Psychology</i>, 4, 279-305.</p> <p>Hartmann, T., &amp; Goldhoorn, C. (2011). Horton and Wohl revisited: Exploring viewers' experience of Parasocial Interaction. <i>Journal of Communication</i>, 61, 1104-1121.</p> <p>Cohen, J. (2001). Defining identification: A theoretical look at the identification of audiences with media characters. <i>Mass Communication and Society</i>, 4, 245-264.</p>	
5	2022-03-30 2022-04-05	Learning & Socialization	<p>Bandura, A. (1978). Social learning theory of aggression. <i>Journal of Communication</i>, 28, 12-29.</p> <p>Gerbner, G. (1998). Cultivation analysis: An overview. <i>Mass Communication &amp; Society</i>, 1, 175-194.</p>	
			Signorielli, N. (2013). Gender-role socialization in	

6	2022-04-06 2022-04-12	Stereotyping in the media	<p>the twenty-first century. In A. N. Valdivia (Ed.) The international encyclopedia of media studies (pp. 249-271). Oxford: Blackwell Publishing Ltd.</p> <p>Mastro, D. et al. (2007). The Cultivation of Social Perceptions of Latinos: A Mental Models Approach. <i>Media Psychology</i>, 9, 347-365.</p>	(4.7.) First third of the semester ends
7	2022-04-13 2022-04-19	Influence of News	<p>McCombs, M. E., &amp; Shaw, D. L. (1972). The agenda-setting function of mass media. <i>Public Opinion Quarterly</i>, 36, 176-187.</p> <p>Scheufele, B. T., &amp; Dietram A. Scheufele (2013). Framing and priming effects: Exploring challenges connected to cross-level approaches in media effects research. In A. N. Valdivia (Ed.) The international encyclopedia of media studies (pp. 89-107). Oxford: Blackwell</p>	

			Publishing Ltd.	
8	2022-04-20 2022-04-26	Midterm exam		(4.20. - 4.26.) Midterm Examinations
9	2022-04-27 2022-05-03	Perceptions of media	Tsfati, Y., & Cohen, J. (2013). Perceptions of media and media effects. In A. N. Valdivia (Ed.) The international encyclopedia of media studies (pp. 128-146). Oxford: Blackwell Publishing Ltd.	(4.27. - 4.29.) Course withdrawal period (5.2. - 5.4.) Application Period for S/U evaluation
10	2022-05-04 2022-05-10	Media Effect Research: Methods & Issues I	Lopez-Guimera, G. et al. (2010). Influence of mass media on body image and eating disordered attitudes and behaviors in females. Media Psychology, 13, 387-416.  Krcmar, M. (2013). Selective exposure to violent media: A synthesis of the research and theoretical overview. In A. N. Valdivia (Ed.) The international encyclopedia of media studies (pp. 189-204). Oxford: Blackwell Publishing Ltd.	(5.2. - 5.4.) Application Period for S/U evaluation (5.5.) Children`s day
			Schneider, E.	

11	2022-05-11 2022-05-17	Media Effect Research: Methods & Issues II	F., Lang, A., Shin, M., & Bradley, S. D. (2004). Death with a story: How story impacts emotional, motivational, and physiological responses to first-person shooter video games. <i>Human Communication Research</i> , 30, 361-375.	(5.16.) Second third of the semester ends
12	2022-05-18 2022-05-24	Persuasive Effects of Media I	Materials will be provided in class.	
13	2022-05-25 2022-05-31	Persuasive Effects of Media II	<p>Priester, J., Wegener, D., Petty, R., Fabrigar, L. (1999). Examining the psychological process underlying the sleeper effect: The elaboration likelihood model explanation. <i>Media Psychology</i>, 1, 27-48.</p> <p>Burgoon, M. et al. (2002). Revisiting the theory of psychological reactance. In J. P. Dillard &amp; M. Pfau (Eds.), <i>The persuasion handbook</i> (pp. 213-218). Thousand Oaks, CA: Sage.</p>	
			Bargh, J. A., &	

14	2022-06-01 2022-06-07	Impact of new media technologies	McKenna, K. Y. A. (2004). The Internet and social life. Annual Review of Psychology, 55, 573-590.  Ishii, K. (2006). Implications of mobility: The uses of personal communication media in everyday life. Journal of Communication, 56, 346-365.	(6.1.) Local election day (6.6.) Memorial day
15	2022-06-08 2022-06-14	Presentations	Research paper presentation	(6.1. - 6.14.) Self-study
16	2022-06-15 2022-06-21	Final exam		(6.15. - 6.21.) Final Examinations

\* Changes in Management of Academic Semester

During the midterm examinations (2021.10.18. - 10.22.) and final examinations (2021.12.13. - 12.17.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

\* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

