

MODULE DESCRIPTOR

MODULE TITLE	PSYCHOLOGY OF THE MEDIA		
MODULE CODE	PS1640 (L4)	CREDIT VALUE	10 UK CREDITS / 5 ECTS
SCHOOL	SCHOOL OF SCIENCES		

MODULE AIMS

The aim of this module is to give students a basic understanding of the increasingly complex relationship between psychology and the media.

MODULE CONTENT

Indicative syllabus content:

The module is designed to give students an introduction to current psychological topics, presenting research evidence in a variety of media settings. Psychological concepts and theories and how they relate to media sources (e.g. advertising, the Internet, computer games) will be considered. The module will also explore the psychological impact and consequences of various media forms (e.g. coverage of crime and health issues).

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Define, identify and describe major topics and key concepts in the relationship between psychology and the media.
2. Describe how psychological principles can relate to various media forms, e.g. television, the internet and print media.

TEACHING METHODS

Teaching will be delivered by a series of two-hour lectures.

ASSESSMENT METHODS

This module is assessed through an examination.