

MODULE DESCRIPTOR

MODULE TITLE	PSYCHOLOGY OF THE MEDIA		
MODULE CODE	PS1640 (LEVEL 4)	CREDIT VALUE	10 CREDITS / 5 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

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

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. The assessment is a MCQ examination requiring a broad understanding of material on the module.

ASSESSMENT METHODS

The module is assessed through a final written examination.