MEDIA PSYCHOLOGY   program code **CB-MP/JM**

*This program consists of **6** courses and can be chosen either as a whole or its courses can be combined with other courses of Creative Business, as long as the total number of credits does not exceed 30 per student per semester.*
*Mind that "Media Psychology is running in **fall** (blocks A+B) and in **spring** (blocks C+D). The course content does not change.*

code	course
JM-MPCPM-20 **5** ects	**Cognitive psychology of the media** *offered in period **A / C*** This module, serves as an introductory module to the field of Media Psychology. Topics such as Media Psychology as a field of study and the need and value of Media Psychology are explored. Selected theoretical perspectives and research methods, to prepare you for the research assignments, which you will be expected to complete during the course are also included in this module. Additional topics include the brain and human behavior and the psychology of virtual environments.
JM-PSYCHEFF-17 **5** ects	**Psychological effects of the media** *offered in period **A / C*** The focus of this module is on the psychological effects of the media on both individuals and societies globally. Selected topics include media influence on social behavior and an introduction to pro and anti-social behavior in societies. The effects of media violence on societies is also explored and illustrated with case studies. The final topics of this module are centered on the societal effects of music, erotica and pornography and broadly, the psychological effects of the Internet.
JM-MPMMMP-20 **5** ects	**Mass media and mass persuasion** *offered in period **A / C*** Where the previous module focused on the psychological effects of the media, the aim of this module is to introduce you to the manner in which mass media is used as a persuasion tool in contemporary societies. The general focus of this module is more commercial, and topics include amongst others consumer psychology, persuasion and advertising and the creation of persuasive messages.. As a student you will also be introduced to the skill of reading and interpreting advertisements and commercials in mass media including the Internet.
JM-MPPNF-15 **5** ects	**Psychology of news framing** *offered in period **B / D*** This module introduces you to the fascinating and ever-changing field of news and news framing. In the 1st part you will learn about aspects such as newsworthiness, agenda-setting, priming and the framing function of the media.. The 2nd half focuses on the psychological effects and societal consequences of news framing, e.g. the effects on political attitudes of audiences, shifts in public opinion, or emotional responses to certain news frames. In the globalized and digitalized world of the 21st century, images have surpassed the importance of verbal messages,

	especially in journalism and as a result the final lecture addresses visual framing.
JM-MPCYPSY-20 **5** ects	**Cyberpsychology** *offered in period **B / D*** Life in the 21st Century increasingly involves 'multi-tasking' with the use of digital tools, social and professional networks, mobile technology, Wi-Fi, and an "app", or product on demand. Our lives, on either side of the Digital Divide, have become shaped and influenced by the ease and constancy of data sharing, social marketing, technology tools, and by shared expectations and social norms, increasingly centering around our fixation and dependence on digital devices. "Cyberpsychology" has become an important concept and a useful frame for exploring the interface between human experience and the role of digital tools. Areas of interest In this course are contemporary topics such as the complex issue of defining the self in cyberspace, theories and studies that explore online relationships, Internet infidelity, cyberbullying, cybercrime and online gaming are.
JM-MPDMC-20 **5** ects	**The psychology of digital media** *offered in period **B / D*** The effect of social media on our everyday lives has become an active and valid field of study. In this module you will be given an introduction and insight into some of the profound effects of social media, both on individual and societal level. Topics include social media, personality and identity construction, the effect of social media on interpersonal relationships and social media and education. The final two topics of this module deal with the use of social media in politics and privacy and legal/ethical issues