

## MEDIA PSYCHOLOGY

*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.*

JM-MPMMMP-20 5Ec Offered in blocks A/C	<b>Mass media and Mass Persuasion</b>  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 on the development/framing and the analysis of persuasive verbal, written in traditional and online communication. As a student you will also be introduced to the skill of reading and interpreting verbal communication (a speech) and commercials in mass media and making recommendations for improvements in the persuasive strategies applied in communication.
JM-PSYCHEFF-17 5Ec Offered in blocks A/C	<b>Psychological Effects of the Media</b>  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-MPCPM-24 5Ec Offered in blocks A/C	<b>Cognitive Psychology of the Media</b>  In this course we will focus on what psychology is about, how it links with modern media and what effects it can have on people through those media outlets. However, we will also attempt to arm you against them, at least to some degree. You will get a glimpse of your potential as the owner of a human brain and how this amazing piece of biological equipment can be both enhanced and manipulated. Furthermore, the tutorials will show you how to develop a skill set that can benefit you in every phase of your life. The skills of a well-trained researcher can help you filter facts from fake, but also help you gather and interpret valuable knowledge that you can use in all other pursuits in life!
JM-MPPNF-15 5Ec Offered in blocks B/D	<b>Psychology of News Framing</b>  This module introduces you to the fascinating and ever-changing field of framing in different news contexts. You will learn about how framing works in the human brain and in media communication; topics include news production, newsworthiness, agenda-setting, and priming. Focus is placed on how news media make their choices when covering stories, what constraints as well as challenges journalists have to face in their work, and the effects news framing has on its audiences. We will cover a range of topics, from the framing of societal issues and politics to framing of celebrity news and the sharing of news on social media. Aside from discussing these issues, you do your own research as part of a project in the weekly tutorials: first, you will learn about specific research methods for analyzing news frames. Second, you collect and analyze data to complete an individual research report. The course provides you with knowledge and skills that are essential for successful public communicators, aspiring journalists, and critical media researchers. At the very least, it will make you a more critical citizen that can assess the intentions and quality of media communication about important issues that concern all of us.
JM-MPDMC-20	<b>Digital Media and Culture</b>

5Ec Offered in blocks B/D	Digital media have reshaped how we communicate, interact, and perceive power. This course explores how media technologies influence and are influenced by cultural and political forces. Through weekly readings and analysis of pop culture—ranging from Netflix documentaries to Queer Eye—you will uncover how capital, data, and representation shape digital media cultures. By the end, you will have a strong theoretical foundation to critically analyze power structures in today's media landscape.
JM-MPCYPSY-24 5Ec Offered in blocks B/C	<b>Cyberpsychology</b>  In this course the focus is on how we portray ourselves online in different contexts and what the consequences are/can be. The golden thread throughout this course is online self-presentation, therefore we will start off in week 1 by exploring the model of self-presentation as developed by Goffman (1959). This model has since been adapted from traditional face-to-face communication to online communication by several theorists. In the subsequent weeks we will look at self-presentation in interesting contexts namely, on social media, corporate self-presentation and storytelling, political impression management, art and reflections on self-presentation and finally the pathology of the self (addiction, e.g. gambling, porn, gaming, etc. & narcissism, sociopathy, etc.). Whilst exploring these topics we will also consider the impact of self-presentation on individual and societal level. You will reflect your knowledge and understanding of the topic of self-presentation in your final summative individual assignment submitted in the exam week (week 9 of this block).