



## PSY 231 - Psychology and the Media

**A transcript for this course will be issued by the host university, Shanghai International Studies University.**

### **Basic Information:**

<b>Instructor</b>	Dennis K. Miller
<b>Instructor's Home Institution</b>	University of Missouri
<b>Email</b>	millerden@missouri.edu
<b>Office Hours</b>	TBA, and by appointment
<b>Professor Assistant's Name and Email</b>	TBA

### **Course Description:**

The course focuses on the relationship between the media and their audience from a psychological perspective. The course provides students with an overview of the ways in which the media affect the viewer psychologically. It discusses how audiences use and make sense of media content, and how are affected by it, behaviorally, cognitively and emotionally. Both theory and research will be used to understand this relationship, as it is examined across different media (e.g. traditional, new media), genres (e.g. entertainment, news), and effects (e.g. learning, aggression). A particular emphasis will be placed upon the following media psychology-related topics: Aggression, advertising, news, portrayals of minorities, emotion, and health behaviors. This course will also examine how the science of psychology is presented in the media.

### **Prerequisite:**

Introduction to Psychology (PSY-101) or its equivalent. Students are expected to have a basic understanding of psychological concepts.

### **Learning Objectives:**

The learning goals for this course are based on the recommendations from the American Psychological Association's Guidelines for the Undergraduate Psychology Major (2013): "Students should demonstrate fundamental knowledge and comprehension of the major concepts, theoretical perspectives, historical trends, and empirical findings to discuss how

psychological principles apply to behavioral phenomena" (p. 17). Through Psychology and the Media students will achieve the following outcomes.

- Describe key concepts, principles and overarching themes in psychology
- Use scientific reasoning to interpret psychological phenomena
- Describe applications of psychology
- Examine sociocultural factors in scientific inquiry, psychology and human behavior.
- Define core concepts and theories of media psychology.
- Identify different kinds of media effects
- Explain the psychological processes underlying media effects



### **Required Course Materials:**

<b>Textbook</b>	<b>Edition</b>	<b>Author</b>	<b>Publisher</b>	<b>ISBN-10</b>
Media Psychology 101	2016	Ferguson	Wadsworth	978-0-8261-9673-6
Link to e-book (Amazon Kindle) purchase address: <a href="https://www.amazon.com/Media-Psychology-101-Psych-ebook-dp-B015QN2GUC/dp/B015QN2GUC/ref=mt_kindle?_encoding=UTF8&amp;me=&amp;qid=1539549073">https://www.amazon.com/Media-Psychology-101-Psych-ebook-dp-B015QN2GUC/dp/B015QN2GUC/ref=mt_kindle?_encoding=UTF8&amp;me=&amp;qid=1539549073</a>				

Students should purchase a bound composition notebook containing at least 50 sheets and bring it to every class meeting. The notebook should be approximately 20 cm x 25 cm (approximately 7½ in x 9¾ in) in size and will be used for completing homework assignments and in-class participation activities.

Link to example of composition notebook:

[http://www.amazon.com/MEA09910-Black-Marble-Cover-Composition/dp/B0011DH3SM/ref=sr\\_1\\_3?s=office-products&ie=UTF8&qid=1440513669&sr=1-3&keywords=composition+notebook](http://www.amazon.com/MEA09910-Black-Marble-Cover-Composition/dp/B0011DH3SM/ref=sr_1_3?s=office-products&ie=UTF8&qid=1440513669&sr=1-3&keywords=composition+notebook)

### **Course Hours:**

The course has 19 class sessions and a 5-hour field trip. Each class session is 160 minutes in length. The course normally meets from Monday to Friday. This course has a total of 67 contact hours including a final exam. Final exams are scheduled on July 29 and 30, 2019.

### **Course Schedule:**

The planned schedule may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term. Sufficient notice will be given when homework deadlines or exam dates may be changed.

<b>Week</b>	<b>Date</b>	<b>Day</b>	<b>Topic (s)</b>	<b>Chapter(s)</b>
Week 1	July 2	T	School Orientation	
	July 3	W	Society and Media Through History	1
	July 4	TH	Theories and Methods of Media Effects	2
	July 5	F	Advertising Effects	3
Week 2	July 8	M	Media and Academic Achievement	4
	July 9	T	Media and Academic Achievement	4
	July 10	W	Media Addiction	5
	July 11	TH	Media Addiction	5
	July 12	F	Banned Books	6
Week 3	July 15	M	Media and Body Dissatisfaction	7
	July 16	T	Media and Teen Sexual Behavior	8
	July 17	W	Race and the Media	9
	July 18	TH	Crime and the News	10
	July 19	F	<b>Field Trip (5-Hour)</b> Company Visit of Industrial Bank Co.,LTD  Industrial Bank is one of the first batch of joint-stock commercial banks in China and represents a time of change. Industrial Bank will arrange their HR manager and Business manager to introduce key elements of their bank operations.	



Week 4	July 22	M	Television/Movie Violence Research	11
	July 23	T	Video Game Violence Research	12
	July 24	W	Pornography	13
	July 25	TH	Social Media	14
	July 26	F	Social Media	14
Week 5	July 28	Sta	Reading Day	
	July 29	M	<b>Final Exam</b>	
	July 30	T	<b>Final Exam</b>	

### **Evaluation:**

Student performance will be assessed from points derived from four different activities, including: homework, quizzes, attendance, and the final examination. Each of these activities is summarized below.

#### 1. Homework

You will be asked to complete nine homework assignments during this course. Each assignment will involve material covered in one or two of the chapters from the text. Assignments will be tailored to each topic and will include activities such as: summarizing a seminal research article; answering questions from the lecture and text; or summarizing the results of an in-class demonstration/experiment. There will be nine homework assignments worth 10 points each.

#### 2. Quizzes

At the beginning of each week you will be asked to take a quiz designed to test your knowledge for the topics covered during the previous week. Quizzes will consist of a combination of multiple choice and short answer essay questions. There will be four quizzes and each quiz is worth 20 points.

#### 3. Final Exam

At the completion of the course there will be a final exam that will cover the entirety of material covered in this course. The final exam will consist of a combination of multiple choice and short answer essay questions, and is worth 50 points.

#### 4. Participation

Your participation in this course is very important. Course participation includes both attendance and evidence of engagement in course activities. The engagement includes completing in-class assignments, such as short essays, at each class meeting that will be reviewed and scored. I strongly encourage questions and comments during my lectures, especially when the material is confusing (if you are confused chances are that others are as well). Please show-up to class in time and if you need to leave a class early, notify me at the beginning of class. Participation is worth 80 points.

### **Grading Policies:**

As shown below, there are 300 points that can be earned. Grades will be assigned on the percentage of points earned.

<b><u>Parts</u></b>	<b><u>Percentage</u></b>	<b><u>Points</u></b>
<b><u>Homework</u></b> (9 homework x 10 points = 90)	30%	90
<b><u>Quizzes</u></b> (4 quizzes x 20 points = 80)	27%	80
<b><u>Final Exam</u></b>	17%	50



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<b>Attendance/ Participation</b>	27%	80
<b>Course Total</b>	<b>100%</b>	<b>300 Points</b>

### **Grade Distribution:**

<b>Percentage</b>	<b>Letter Grade</b>	<b>Grade Points</b>
100-90	A	4.0
80-89	B	3.0
70-79	C	2.0
60-69	D	1.0
59 or below	F	0.0

### **Exam Policy:**

The final exam is mandatory and must be taken on the assigned date. There will be no make-up exam given if the final exam is missed, so anyone who misses the final examination is likely to fail the class.

Make-up quizzes and homework will only be authorized if I have been contacted by you prior to the test date and only for emergencies. Emergencies must be documented (e.g., doctor's note). Unauthorized late assignments or missed exams will not be accepted and the student will lose those points.

### **Grade Appeal Policy**

At SCP, professors are expected to maintain high academic standards, and students are expected to communicate with professors if they have questions or concerns about their grades. It is rare that a concern cannot be resolved by good communication. Students are expected to express any concerns to the professor within two class days after the availability of a quiz, homework, participation or exam score. When a student feels that the concern was not satisfactorily resolved after meeting with the professor, the Grade Appeal Policies described in the SCP Student Handbook will be followed. Students are strongly encouraged to carefully review the grade appeal criteria and policies.

### **Academic Integrity**

School expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members



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## General Principles

This program is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

## General Disciplinary

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

## Disciplinary Actions for Specific Offenses

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents: Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Dishonesty in course requirements: Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

Final assignment: When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from this program.