SCHOOL OF EDUCATIONAL SCIENCES AND SOCIAL SCIENCES
DEPARTMENT OF PSYCHOLOGY AND SOCIAL WORK
(CIP file- Classification of instructional programmes)

Course unit title:	Media and Psychology
Course unit code:	MPSY 400
Type of course unit:	Compulsory
Level of course unit:	B.A.
Year of study:	4
Semester when the unit is delivered:	8th
Number of ECTS credits allocated :	5
Name of lecturer(s):	Andreas Panayiotou, Assistant Professor of Social Sceince
Learning outcomes of the course unit:	1. Familiarization of the students with the theoretical frameworks of interpretation and the methodical research strategies on the psychological impact of Maas media 2. Understanding of the development of research on the psychological impact of mass media in correlation with social historical transformations and the changing technological context. The main conclusions and points of disagreements 3. Investigation of today's context of social and technological diffusion of media and of the interpretations on their impact on individuals and on collective identities 4. Evaluation of research methods on media impact in selected spheres of social action 5. Interpretation of different models of analysis in the context of different questions, on their respective level of analysis, and of the main problematics of the social-historical context
Mode of delivery:	Lectures and discussion with a critical focus Presentation of data
Prerequisites:	No	Co-requisites:	No
Course contents:	1. Media of communication and their impact: interpretative models, research methodologies, and the historical [social –technological] context 2. Communication, power and the fluidity of the border between the self and its environment: from social learning to psychoanalysis. Hegemonic ideology and "truth regimes" 3. The "Mass society, the atomized individual and the "penetration" of the message. The passive receiver. 4. Symbolic interaction and the construction of meaning 5. The social context of the active audience: two step communication

	6. The psychoanalytic intervention in the interpretation of representations, and the mechanisms of identification: from cinema to advertisements
	7. The analytic context of the "uses and gratifications" theory
	8. The re-conceptualisation of Time and Space and the impact of the media: from McLuhan to the impact of TV and the internet
	9. Decoding models: semiotics and multiple interpretations/readings
	10. Research methods and conflict areas of interpretation: eroticism, violence and manipulation
Recommended and/or required reading:	Reader with selected texts
Textbooks:	
References:	John Fiske. 2002. Introduction to Communication Studies. UK: Routledge Gillian Dyer. 1982. Advertising as Communication. UK: Routledge John Berger.1977. Ways Of Seeing. USA: Penguin Books John Hanh art [ed.]. 1986. Video Culture: a critical investigation. USA: Visual Studies Workshop Robert Lapsley, Michael Westlake. 1989. Film Theory: an Introduction. Manchester: Manchester University Press. Jim Hall. 2001. Online Journalism: a Critical Primer. UK: Pluto Press. Marshall McLuhan. 1964. Understanding Media: The Extensions of Man. USA: McGraw-Hill Elliot Aronson [ed.]. 1981. The Social Animal. USA: W.H. Freeman and Company.
Planned learning activities and teaching methods:	The course is organized in the form of lectures, audio-visual presentations and screenings of selected cinematic scenes, data presentations and discussions. The discussions aim at the engagement of students and the participatory investigation of research questions and interpretative models. Lectures – discussions – presentations [films/data]
Assessment methods and criteria:	Participation an test: 30% Assignment – research: 20% Final exam[or project: 50%
Language of instruction:	Greek and English according to audience
Work placement(s):	No