

COM366 PSYCHOLOGY MEDIA AND COMMUNICATION

Course Title	PSYCHOLOGY MEDIA AND COMMUNICATION				
Course Code	COM366				
Course Type	COMPULSORY				
Level	BA IN JOURNALISM AND MEDIA COMMUNICATION				
Year / Semester	2ndyear/ Spring				
Teacher's Name	Dr Anthi Sidiropoulou				
ECTS	6	Lectures / week	3hrs / week	Laboratories/week	none
Course Purpose	<p>The objective of the course is to provide students with an understanding of the psychological aspects of exposure, processing and interaction of today's people with the media and their messages. Several subfields of the discipline of psychology, such as social and cognitive psychology and the psychology of affect and emotions, are integrated into this course. It also discusses both traditional media, such as television, radio and newspapers, and modern digital media, i.e., those that take place in cyberspace. The course also focuses on processes of persuasion and compliance with media contents and media 'influences'.</p>				
Learning Outcomes	<p>Upon completion of the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Understand the cognitive processes involved in receiving and processing messages from media 2. Distinguish and discuss issues of an individual's exposure to a message source 3. Understand and describe the importance of attitudes and their effect on behavior 4. Understand the conditions for changing attitudes through compliance, submission, or persuasion 5. Define the aspects of persuasive communication with emphasis on the components of communication, i.e., the source, the message, the audience 6. Understand the contribution of affect and emotions to the attention, understanding and acceptance of a media message 7. Be aware of the dual-process persuasion models with regard to media content 8. Understand and discuss issues related to propaganda, fake news and misinformation 				
Prerequisites	none		Corequisites	None	
Course Content	<ol style="list-style-type: none"> 1. Attitude theories and cognitive processes of attitude formation and change. Cognitive dissonance. 2. Social representations, stereotypes, values and ideology. 3. Conscious and non-conscious communication processes: attention, understanding, acceptance, retention. 4. Persuasive communication: transmitter, message, audience. 5. Dual-process persuasion models: Probabilistic detailed processing and heuristic-systematic processing 				

	<p>6. Contribution of affect and emotions to message reception, processing and retention. Pragmatic and evaluative communication.</p> <p>7. Propaganda, fake news, misinformation.</p>
Teaching Methodology	In addition to the lectures, the course encourages student participation through discussion topics and short projects that students are asked to prepare. The content of the projects is drawn from current events and is updated every year.
Bibliography	<p>Γαρδικιώτης, Α. (2008). <i>Σύγχρονα θέματα κοινωνικής επιρροής</i>. Εκδόσεις Τυπωθήτω.</p> <p>Fiske, J. (2010). <i>Εισαγωγή στην επικοινωνία</i>. Εκδόσεις Αιγόκερως.</p> <p>Hogg, M.A., & Vaughan, G.M. (2010). <i>Κοινωνική Ψυχολογία</i> (Επιμ. Α. Χαντζή). Gutenberg.</p> <p>Κοκκώνης, Μ. (2010). <i>Ψηφιακά μέσα: Ο πολιτισμός του ήχου και του θεάματος</i>. Εκδόσεις Κριτική.</p> <p>Littlejohn, W., Foss, St. & Karen, A. (2012). <i>Θεωρίες ανθρώπινης επικοινωνίας</i>. Εκδόσεις Πεδίο.</p> <p>Marchand, P. (2009). <i>Κοινωνική ψυχολογία των ΜΜΕ</i>. (Επιμ. Στ. Παπαστάμος). Εκδόσεις Πεδίο.</p> <p>Mcluhan, M. (1990). <i>Media: Οι προεκτάσεις του ανθρώπου</i>. Εκδόσεις Κάλβος.</p> <p>Ντάβου, Μπ. (2000). <i>Οι διεργασίες της σκέψης στην εποχή της πληροφορίας: Θέματα γνωστικής ψυχολογίας και επικοινωνίας</i>. Εκδόσεις Παπαζήση.</p> <p>Παπαθανασόπουλος, Στ. (2020). <i>Ανάμεσα σε 4 οθόνες</i>. Εκδόσεις Καστανιώτης.</p> <p>Πλειός, Γ. (2011). <i>Η κοινωνία της ενημέρωσης: Ειδήσεις και νεωτερικότητα</i>. Εκδόσεις Καστανιώτης.</p> <p>Πλειός, Γ. (2021). <i>Παραπτοιημένες ειδήσεις (fake news): Ο μετασχηματισμός της προπαγάνδας στην κοινωνία της ενημέρωσης</i>. Εκδόσεις Gutenberg.</p> <p>Πλειός, Γ. (2021). <i>Η επικοινωνιακή κατασκευή μιας πανδημίας: Ο Sars-Cov-2, τα μέσα και η κοινωνία</i>. Εκδόσεις Παπαζήσης.</p> <p>Thompson, B. J. (1999). <i>Νεωτερικότητα και μέσα επικοινωνίας</i>. Εκδόσεις Παπαζήσης.</p> <p>Wimmer, R.D. & Dominick, J.R. (2014). <i>Έρευνα στα ΜΜΕ</i>. Επιστημονική επιμέλεια: Αν. Γαρδικιώτης. Εκδόσεις Πεδίο.</p> <p>Χουλιαράκη, Λ. (2012). <i>Το θέμα της οδύνης</i>. Πανεπιστημιακές Εκδόσεις Κρήτης.</p>
Assessment	<p>Methods: Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus. Students are prepared for final exam, by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable. The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30%</p> <p>In – depth knowledge and understanding towards the relevant topics of interest.</p>

	<p>Research and Analytical Skills - 40%</p> <p>Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication - 30%</p> <p>Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand.</p> <p>Assessment criteria are available in each written assignment, midterm or in the final exam.</p> <p>Weights:</p> <p>Final Exam 50 %</p> <p>Mid-term 25 %</p> <p>Homework assignments and participation 25 %</p>
Language	Greek