

Paper No- 18. Media Psychology

Objective: To Educate the students about media, its impact, and in designing of advertisements/media promotions/ campaigns

Marks : 100 + 50 (Practicals)

Contact hours 48

1. **Media and User:** understanding mass media; Issues in Media psychology: Construction of reality, media and culture, Media and ethics, regulation. (12 hours)
2. **Media and advertising:** Developing an effective advertising programme /media promotions/ campaigns for social marketing. Case studies in the Indian context. (12 hours)
3. **Audio-Visual media (TV and movies) and Print media:** Nature and their impact; Developmental issues: fantasy Vs reality, socialization, stereotyping, and violence. . Case studies in the Indian context. (12 hours)
4. **Interactive and emerging technologies:** Virtual social media, interactive media, gaming, issues of internet addiction. Case studies in the Indian context. (12 hours)

Practicum: Any two practicum based on the topics discussed in PSY 19(Media Psychology)

Readings

1. Barker, M., Barker, D. I., Bormann, N. F. & Neher, K. E. (2013). Social media marketing: A strategic approach. South Western Cengage learning. (Chapter 10).
2. Batra, R., Aaker, D. A., and Myers, J. G. (2006). Advertising management. New Delhi Dorling Kindersley (India). (Chapter 1)
3. Berns, R. M. (2004). Child, Family, School, Community: Socialization and support. Thomson/Wadsworth. (Chapter 9; 339-382).
4. Giles, D. (2008). Media Psychology. Lawrence Erlbaum (Chapter 1)
5. Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2012). Marketing management: A South Asian perspective. Pearson (Chapter 17)
6. Melkote, S. R. & Steeves, H. L. (2001). Communication for development in the third world. New Delhi Sage (Chapter 1)
7. Melkote, S. R. & Steeves, H. L. (2001). Communication for development in the third world. Sage (Chapter 4)
8. Young, G., Ferrari, P., Malhotra, S., Tyano, S., and Caffo, E. (2003). culture and development. MacMillan. (Chapter 6)