

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Media Psychology	VCDE415	Spring	Theory X	Practice -	3	6
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		X		-	

Language of Instruction	English
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Course Instructor(s)	Assist. Prof. Dr. Huri Yontucu	E-mail : huri.yontucu@arucad.edu.tr Office : TI - OFF18	
Course Objectives	Media Psychology explores the psychological mechanisms through which media influences human cognition, emotion, and behavior. This course will investigate the interaction between media and individuals, focusing on how media affects perception, identity, socialization, and behavior across various forms of traditional and digital media.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Key theories of media psychology—including Social Cognitive Theory, Cultivation Theory, and Uses and Gratifications Theory—are presented by the instructor to establish a solid theoretical framework.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams
	Students explore how media affects identity, behavior, emotion, and social perception. In-class discussions are structured around topics like stereotypes, aggression, digital self-presentation, and media persuasion.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams
	Real-world media examples such as advertisements, video games, or social media campaigns are critically examined. Students deconstruct these materials using psychological principles.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams

	Students are encouraged to read and evaluate selected academic sources. Class activities include guided article discussions to bridge theory with applied media contexts.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams
	Students are expected to complete weekly readings and participate actively by linking course concepts to personal experiences or relevant media events.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams
	Through written and verbal reflections, students evaluate the ethical implications of media exposure, digital behaviors, and media content production from a psychological and social lens.	Direct Instruction Technique & Discussion	Mid-Term and Final Exams
Course Content	This course focuses on a multidisciplinary approach to understanding human behaviour. The course will combine knowledge and research methods from the fields of psychology, educational sciences and communication science. These disciplines are not taught separately but instead are brought together in most of the course.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	
2	Introduction to Psychology	T	Feldman, R. S., (2009). <i>Understanding psychology</i> . New York: McGraw-Hill.
3	Research in Media Psychology	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
4	Theories in Media Psychology Social Cognitive Theory Uses and Gratifications Theory Cultivation Theory Agenda-Setting	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .

5	Perception and Media The Role of Perception in Media Consumption Visual and Auditory Perception in Media Influence of Media on Attention and Memory	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> . Forgas, J.P., Vincze, O., & László, J. (Eds.). (2013). <i>Social Cognition and Communication</i> (1st ed.). Psychology Press. https://doi.org/10.4324/9780203744628 HM1041.S623 2014
6	Emotion and Media Emotional Responses to Media: Fear, Joy, Sadness, and Empathy Affective Responses to Violent and Non-Violent Media The Role of Emotion in Advertising and Marketing	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
7	Revision		
8	Mid-Terms		
9	Media and Identity Formation Media and Self-Concept Social Comparison Theory Media's Influence on Body Image and Gender Identity	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
10	Media, Stereotypes, and Representation Representation of Race, Gender, and Ethnicity in Media Stereotyping and Prejudice Formation through Media Breaking Stereotypes: Media and Social Change	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> . Forgas, J.P., Vincze, O., & László, J. (Eds.). (2013). <i>Social Cognition and Communication</i> (1st ed.). Psychology Press. https://doi.org/10.4324/9780203744628 HM1041.S623 2014
11	Media and Socialization Media's Role in Childhood and Adolescent Development The Impact of Television, Movies, and Online Media on Social Learning Parenting and Media Consumption	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> . Forgas, J.P., Vincze, O., & László, J. (Eds.). (2013). <i>Social Cognition and Communication</i> (1st ed.). Psychology Press. https://doi.org/10.4324/9780203744628 HM1041.S623 2014

12	Digital Media and Social Media Psychology Psychological Effects of Social Media: Positive and Negative Identity and Self-Presentation on Social Media The Role of Likes, Shares, and Comments in Social Reinforcement	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
13	Media and Aggression Media Violence and Aggressive Behavior Desensitization and the Normalization of Violence in Media The Debate over Media Censorship	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
14	Media, Persuasion, and Attitude Change The Elaboration Likelihood Model The Role of Media in Political Persuasion and Public Opinion Persuasion Techniques in Advertising and Propaganda	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
15	The Psychology of Video Games The Cognitive, Emotional, and Social Impact of Video Games The Effects of Violent and Non-Violent Games Gamification and Its Applications in Education and Marketing	T	Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. Giles, D. (2010). <i>Psychology of the Media</i> . McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> .
16	Revision	T	
17	Finals		

Required Course Material(s) / Reading(s)/ Text Book(s)	Feldman, R. S., (2009). <i>Understanding psychology</i> . New York: McGraw-Hill. (online) McLuhan, M. (1964). <i>Understanding Media: The Extensions of Man</i> . Myers, D. G. (2010). <i>Social psychology</i> . Canada: McGraw-Hill. (online) Giles, D. (2003). <i>Media psychology</i> . New York: Routledge. (online) Forgas, J.P., Vincze, O., & László, J. (Eds.). (2013). <i>Social Cognition and Communication</i> (1st ed.). Psychology Press. https://doi.org/10.4324/9780203744628 HM1041 .S623 2014
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Recommended Course Material(s)/ Reading(s) /Other	
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
	1	2	3	4	5

1	Knows the historical development of the field of communication, basic concepts, theories and research methods.				√
2	Knows the principles and elements of basic design.	√			
3	Knows the history, theories and theorists of visual communication.		√		
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	√			
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.		√		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	√			
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity	√			
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	√			
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	√			
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	√			
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.	√			
12	Has the ability to use research methods and techniques in the field of Visual Communication.				√
13	Has the competence to research, plan, implement and report during the project phase.	√			
14	Has the competence to establish the connection between design and aesthetic values.	√			
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.				√
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.			√	
17	Has the skills and competence to turn their designs into a portfolio document and present them.		√		

ECTS / STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	14		3	42
Mid-Term	1		20	20
Quiz	-		-	-

Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		20	20
Other	-		-	-
TOTAL WORKLOAD	-		-	127
TOTAL WORKLOAD / 25				5.08
ECTS				5

ETHICAL RULES CONCERNING THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creative input on the production process of advertisement.

PREPARED BY	Assist. Prof. Dr Huri Yontucu
UPDATED	18.09.2024
APPROVED	

