







Psychology (PSYC) 315

Psychology and the Mass Media (Revision 7)

Status:	Replaced with new revision, see the course listing  for the current revision 
Delivery mode:	Individualized study online  . Delivered via Brightspace.
Credits:	3
Areas of study:	Arts or Social Science
Prerequisites:	None. PSYC 289 and PSYC 290 , or an equivalent course is recommended but not required.
Precluded:	None
Challenge:	PSYC 315 has a challenge for credit option.
Faculty:	Faculty of Humanities and Social Sciences 

Overview

This course introduces the psychological theories, principles, and research relevant to mass communication and mass media. Several areas of application are also discussed in the course: violence in the media, advertising, news, politics, educational and public information programming, and entertainment. As you work through the course, think about your own professional practices and how these psychological principles might apply to your field of study or work. The course also discusses the implications of psychology and the mass media for parents, consumers, educators, and researchers.

Outline

Part 1: Introduction to the Course

- Unit 1: Background

Part 2: Research and Theories

- Unit 2: Research Framework and Theories
- Unit 3: Persuasion Theories

Part 3: Applications


- Unit 4: Advertising
- Unit 5: News
- Unit 6: Politics
- Unit 7: Educational and Public Information Programmes
- Unit 8: Entertainment

Part 4: Conclusions

- Unit 9: Violence in the Media


Evaluation


To **receive credit** [↗](#) for PSYC 315, you must complete and submit all of the assignments and quizzes, and write the final exam. You must achieve a

minimum grade of D (50 percent) on the final exam, and an overall grade of at least **D (50 percent)**  for the course. If you receive less than 50% on your final exam, your exam mark will become your overall course grade.

You will be evaluated on your understanding of the concepts presented in the course and on your ability to apply those concepts. Your final grade in the course will be based on the marks achieved for the following activities.

Activity	Weight
Unit Quizzes (3 quizzes, 7% each)	21%
Written Assignment	40%
Final Exam	39%
Total	100%

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades**  section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** .

Materials

Digital course materials

Links to the following course materials will be made available in the course:

Sanborn, F.W. & Harris, R. J. (2019). *A cognitive psychology of mass communication* (7th ed.). Routledge.

Perloff, R. M. (2012). *The dynamics of persuasion: Communication and attitudes in the 21st century* (7th ed.). Routledge.

All other course materials are provided online.

Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

Evaluation

To **receive credit** [↗](#) for the PSYC 315 challenge registration, you must score at least 50 per cent on the exam and obtain a composite mark of at least **D (50 percent)** [📄](#) to pass. If you fail the exam, your exam mark will become the final grade for the challenge.

Activity	Weight
Research Paper	40%
Exam	60%
Total	100%

[📄](#) **Challenge for credit course registration form**

Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)
- › [Request assistance](#) [↗](#)

> [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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