



# Psychology (PSYC) 315

## Psychology and the Mass Media (Revision 6)

**Status:** Replaced with new revision, see the **course listing** [↗](#) for the current revision **✕**

**Delivery mode:** Individualized study online [↗](#)

**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 [↗](#)

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%
<b>Total</b>	<b>100%</b>

The **final examination** for this course must be taken online with an AU-approved exam invigilator at an approved invigilation centre. It is your responsibility to ensure your chosen invigilation centre can accommodate online exams. For a list of invigilators who can accommodate online exams, visit the **Exam Invigilation Network** [↗](#).

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

## Materials

Sanborn, F.W. & Harris, R. J. (2019). *A cognitive psychology of mass communication* (7<sup>th</sup> ed.). Routledge. [📄](#) (PDF)

Perloff, R. M. (2012). *The dynamics of persuasion: Communication and attitudes in the 21<sup>st</sup> century* (7<sup>th</sup> ed.). Routledge.  (Print)  
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%
<b>Total</b>	<b>100%</b>



**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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*Updated May 29, 2023*

View **previous revision** 

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