



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A. (H) Psychology
Paper Title:	Essentials of Media Psychology
Unique Paper Code:	DSE-7
Semester:	V
Faculty:	Ms. Simran Bodh
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	Unit-I: Introduction to Media Psychology	1	Nature and scope of media psychology
I		2	Media psychology and its interface with psychology
I		3	Classic theories in media studies: Marshall McLuhan
I		4	Classic theories in media studies: Baudrillard
I		5	Research in media psychology
I		6	Approaches to research in media psychology
I		7	Indian perspective of media psychology
I		8	Media psychology in the Indian context
I		9	Review of Unit I: Introduction to Media Psychology
II	Unit-II: Media and the User	10	Fantasy and reality
II		11	Distinguishing fantasy and reality in media
II		12	Expressing self through social media
II		13	Identity through social media
II		14	Finding communities: fandoms
II		15	Finding communities: virtual communities

II		16	Use of the Internet
II		17	Abuse of the Internet
II		18	Use and abuse of the Internet in everyday life
II		19	Review of Unit II: Media and the User
III	Unit-III: Social Impact of Media	20	Media influences on pro-social behaviours
III		21	Media influences on violence
III		22	Media influences on aggression
III		23	Psychosocial effects of media use
III		24	Psychosocial effects of media use
III		25	Psychosocial effects of media use
III		26	Psychosocial effects of media use
III		27	Interconnections among social comparison, body image, and substance use
III		28	Review of Unit III: Social Impact of Media
IV	Unit-IV: Critical Issues in Media Psychology	29	Media as a tool for social and political change
IV		30	Media as a tool for social and political change
IV		31	Media as a tool for social and political change
IV		32	Representations of social groups in media
IV		33	Representations of social groups in media
IV		34	Representations of social groups in media
IV		35	Disability in media
IV		36	Ethics and media
IV		37	Ethical issues in media psychology
IV		38	Critical examination of media representations
IV		39	Review of Unit IV: Critical Issues in Media Psychology
IV		40	Integration of Unit IV concepts

Unit	Contents/Syllabus
I	Communication: language and nonverbal communication; Culture: locating culture in social psychology, culture and history, culture, thought, and behavior, contact between cultures.
II	Media and the User: Fantasy and Reality; Expressing self and identity through social media; Finding communities (Fandoms, Virtual Communities); Use and Abuse of Internet.
III	Social Impact of Media: Media influences on pro-social behaviours, violence, and aggression; Psycho-social effects (Social Comparisons, Body Image, Substance Use).
IV	Critical Issues in Media Psychology: Media as a tool for social and political change (Social Media movements, Propaganda); Representations of social groups in media (Gender and Sexuality, Religious Minorities, Disability); Ethics and Media.

S. No.	Name of Authors/Books/Publishers
1.	Batra, R., Aaker, D. A., & Myers, J. G. (2006). Advertising management. New Delhi: Dorling Kindersley (India).
2.	Cill, J.C., Culbert, D.H., & Welsh, D. (2003). Propaganda and mass persuasion: A Historical Encyclopedia. Santa Barbara: ABC-CLIO, Inc.
3.	Dill, K. E. (2009). How fantasy becomes reality: Seeing through media influence. Oxford University Press.
4.	Dill, K. (Ed.). (2013). Oxford handbook of media psychology. New York: Oxford University Press.
5.	Gayle, S.S., Giles, D.C., Cohen, D., & Meyers, M.E. (2021). Understanding Media Psychology. Routledge.
6.	Giles, D. (2008). Media psychology. Lawrence Erlbaum.
7.	Giles, D. (2010). Psychology of the media. Macmillan International Higher Education.
8.	Kumar, N. (2021). Media psychology: Exploration and application. Routledge.
9.	Mc Mahon, C. (2019). The psychology of social media. Routledge.

10.	McLuhan, M. (2001). Understanding Media: The extensions of man. United Kingdom: Routledge.
11.	Newman, M. J. (2015). Image and identity: Media literacy for young adult Instagram users. Visual Inquiry. 4 (3): 221–227.
12.	Sharma, S. & Singh, R. (2011). Advertising: Planning and implementation (5th ed.). PHI Learning Pvt Ltd.
13.	Tiwari, S., Jina, P., Pathak, D.N., Uniyal, V., & Singh, U.K. (2022). The paradox of use, abuse, and misuse of the internet by the children. International Journal of Mechanical Engineering, 7(3), 707-713.

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	0
Practical component: NIL. Tutorial Component: 15 Hrs.			

S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment • Assignment • Class Test • Attendance	12+12+6	30
2	Continuous Assessment (Tutorial) • Tutorial activities • Attendance	20+15+5	40
3	Practical • NIL	NIL	NIL
4	End Semester Examination	90	90