



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	BMMMC
Paper Title:	MEDIA PSYCHOLOGY
Unique Paper Code:	DSE-13
Semester:	V
Faculty:	MS PAVANI TYAGI
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Tutorial No.	Topics to be Covered
I	To develop an understanding of key concepts and theories in Media Psychology.	1	Media Psychology Concept Map: Students identify and connect key concepts, theories, media forms and psychological processes.
I	To understand and reflect on media influence in everyday life.	2	Media Saturation Diary: One-day media-use diary followed by class discussion on how media shapes routines, attention, emotions and perceptions.
I	To critically examine how media representations can shape perceptions of reality.	3	How Fantasy Becomes Reality: Comparative analysis of selected media messages to identify influence, challenges and opportunities of living in a media-saturated world.
I	To understand para-social interaction and critically reflect on the audience experience.	4	Para-social Interaction Activity: Students analyse their relationship with a celebrity, fictional character, influencer or media figure

			using the concept of para-social interaction.
I	To understand celebrity, fandom and audience participation.	5	Celebrity and Fandom Case Analysis: Small-group analysis of a fandom/community and the psychological motivations underlying participation, identification and engagement.
I	To develop critical media consumption and media literacy skills.	6	Media Literacy Audit: Students analyse a news item, advertisement, reel/post or other media content for source, framing, persuasion, representation, assumptions and credibility.
II	To examine the influence of media on prosocial and antisocial behaviour.	7	Prosocial vs. Antisocial Media Content: Comparative content analysis of two media examples followed by discussion of possible psychological effects and reciprocal influence.
II	To critically examine media messages related to body image and eating disorders.	8	Body Image and Media Analysis: Students examine selected media representations of bodies and beauty standards and reflect on psychological and social implications.
II	To analyse how media constructs images of social groups.	9	Representation Audit: Group analysis of representations of women, ethnic minorities and/or disability in selected media content, focusing on stereotypes, visibility and image building.
II	To understand the social psychology of political coverage.	10	Political Coverage Framing Exercise: Compare coverage of the same political event across media sources and identify framing, emphasis, omissions and possible

			effects on audience interpretation.
III	To understand Baudrillard's perspective on the impact of media technology.	11	Baudrillard Applied: Students examine a contemporary media example through Baudrillard's perspective and discuss the relationship between media representation and human experience.
III	To understand McLuhan's perspective on the impact of media technology.	12	McLuhan Media Analysis: Students select a medium/platform and analyse how the medium itself shapes patterns of perception, communication and social experience.
III	To critically reflect on self-expression and identity on social media.	13	Digital Self and Identity Activity: Students analyse curated online self-presentation, identity expression and the reciprocal relationship between users and social media.
III	To understand severe dependence on media technology and media addiction.	14	Media Dependence Case Discussion: Case-based analysis of problematic media use, signs of dependence, psychological experiences and the role of technology in everyday life.
I–III	To integrate psychological concepts and critically reflect on the human experience of media.	15	Major Tutorial Activity – Media Psychology Portfolio & Presentation: Students present an integrated analysis of a selected media phenomenon using concepts from the syllabus, supported by media examples, psychological analysis and critical reflection.

Unit	Contents/Syllabus
I	Unit 1 (15 hours) Interface of Psychology and Media • Introduction to Media Psychology: Key Concepts and Theories • How Fantasy becomes Reality: Understanding Media Influence, Challenges and Opportunities of Living in a Media Saturated World • Being the audience: Para-social Interaction, Celebrity and Fandom • Being Critical Consumers of Media: Media Literacy
II	Unit 2 (18 hours) Psychological Effects and Influences of Media • Media Influences on Prosocial and Antisocial Behaviour • Body Image, Eating Disorders and Media • Media and Image Building: Representation of Social Groups in Media (Women, Ethnic Minorities, Disability etc.) • Social Psychology of Political Coverage
III	Unit 3 (15 hours) Human Experience of Media and Role of Technology • Jean Baudrillard's Perspective on Impact of Media Technology • Marshall Mc Luhan's Perspective on Impact of Media Technology • Expressing of Self and Identity on Social Media • Severe Dependence on Media Technology: Media Addiction
S. No.	Name of Authors/Books/Publishers
1.	Essential Readings • Dill, K. E. (2009). How fantasy becomes reality: Seeing through media influence. New York: Oxford University Press.
2.	Dill, K. (Ed.). (2013). Oxford Handbook of Media Psychology. New York: Oxford University Press.
3.	Giles, D. (2003). Media psychology. New York: Routledge.
4.	McLuhan, M. (2001). Understanding media: The extensions of man. London: Routledge.

	Merrin, W. (2005). Baudrillard and the media: A critical introduction. Polity. Cambridge: UK.
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	Paper Components		
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment - Class Test - Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		40
		15	
		20	
		5	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva	NA	
4.	End Semester Examination		90