

## Course description template Media psychology

<b>1- Course Name</b>	
Media psychology	
<b>2- Course code</b>	
Determined by the scientific department	
<b>3- Term/Year</b>	
2026-2025	
<b>4- Date this description was prepared</b>	
21/1/2026	
<b>5- Available forms of attendance</b>	
My presence	
<b>6- Total number of study hours</b>	
30	
<b>7- Name of the course coordinator</b>	
hayder.khaleel@uowa.edu.iq	M.M. Haider Khalil Ibrahim
<b>8- Course Objectives</b>	
<p>A- theCognitive objectives</p> <ol style="list-style-type: none"> <li>1- To provide an understanding of the basic principles and concepts of psychology and its relationship to other sciencesThe other</li> <li>2- An understanding emerged of the principles and concepts of media psychology, personality, motivations, and their connection to media behavior.</li> <li>3- Understanding the psychological effects of different media on the individual and social level.</li> <li>4- Understanding the psychology of social mediaand meansIts development.</li> </ol> <p>for- GoalsSkillsypertaining toDecision.</p> <ol style="list-style-type: none"> <li>1–Gaining experience and skills in media psychology</li> <li>2–It identifies the role of media psychology.</li> <li>3- The student acquires practical and scientific skills that help him to perform his duties as required.</li> </ol> <p>C- Values</p> <ol style="list-style-type: none"> <li>1-It analyzes the psychological tendencies of individuals and their relationship to media and behavior.The journalist.</li> <li>2- He innovatesPersuasive techniques for media messages based on the principles and foundations of media psychology..</li> <li>3-Employing the principles of media psychology in the production and writing of communication messages.</li> </ol>	

4-He communicates effectively with others according to their needs and psychological motivations..

**9- Teaching and learning strategies**

- 1- The scientific lecture method.
- 2- The discussion method involves directing questions to the students and participating in the lecture.
- 3- TrainingThe practical way to try to change one behavior to another.
- 4- Applied projects (digital projects, audience behavior analysis, short reports and research).
- 5- Teaching students behavioral analysis skills for messagesMediaIn psychologymedia.

**10- Course structure**

<b>road Evaluation</b>	<b>road education</b>	<b>name Unity/or the topic</b>	<b>outputs Learning Required</b>	<b>Hours</b>	<b>Week</b>
Grades awarded to participants	Explanation and discussion, breaking the ice	Media psychology and its relationship to other branches of psychology	The student should learn the concept of media psychology.	2	1
Grades awarded to participants	Explanation, discussion, and examples	Social psychology: its importance and objectives	The student should learn about the importance and goals of psychology.	2	2
Grades awarded to participants	Delivering lectures and discussions in person	The nature and goals of sociology; the goals of psychology.	The student should understand the nature and goals of psychology.	2	3

Written and oral exam and direct questions	Explanation and discussion	The relationship between social psychology and media	The student shows The relationship between social psychology and media	2	4
Direct questions and classroom participation	Lecture, practical exercises	Psychology of print media	To explain to the student the role of the psychology of print media	2	5
Direct questions, review	Lecture, discussion	Psychology of audio-visual media	The student should understand the psychological importance of audio-visual media.	2	6
Direct questions	Lecture, practical examples	Psychological effects of the internet	To demonstrate the psychological effects of the internet	2	7
Short test	Lecture, classroom exercises	The psychological effects of journalism	The student should be able to understand the psychological effects of journalism.	2	8
duty	Lecture, case study	Psychological and social characteristics of journalism	The student should understand the psychological and social characteristics of journalism.	2	9
A short report by dividing the teams	Lecture, discussion	The psychological structure and organization of the media message	The student should explain the psychological structure of the media message.	2	10
Short quiz, direct questions	Practical training lecture	Persuasion strategies	The student should be familiar with persuasion strategies.	2	11
Classroom participation, oral questions	Lecture, role-playing and teamwork	Persuasion in the media	The student explains persuasion in the media.	2	12

Class participation	Lecture, Slide Division	Communication and interaction in social psychology	He explains to the student Communication and interaction in media psychology	2	13
Written and oral exam and direct questions	Delivering lectures, review sessions, and discussions in person	The impact of media on shaping frameworks and beliefs	We make sure the student understands the material before the exam.	2	14
	First semester exam	First semester exam	First semester exam	2	15
Direct questions, class participation	Lecture, Peer Discussion	Social communication and interpersonal relationships	To show the student social communication and environmental relationships	2	16
duty	Lecture and practical examples	Sociological characteristics of the media audience	The student should be familiar with the sociological characteristics of media audiences.	2	17
Short report	Lecture, practical training	Language in Media Psychology	The student explains the language in media psychology.	2	18
Class participation	The lecture, activity (think and compare)	The influence and interaction between language and media	The student demonstrates the influence and interaction between language and media.	2	19
Class participation	Work teams, projects	Media and individual differences among audience members	The student should explain the media and individual differences among the audience.	2	20
duty	Role-playing and the flipped	Media and social relations	The student understands media and social relations	2	21

	classroom, discussion				
duty	Lecture, case study	Persuasive communication psychology: The psycho-social model	The student demonstrates the psychology of persuasive communication and the model.	2	22
Class participation	Teamwork and role-playing	The concept of the public - its sociological characteristics, social differentiation, and social interaction	The student explains the concept of the audience and its sociological and social differentiation characteristics.	2	23
Class participation	Practical applications, activities	Psychological pressures in media work – types and theories of psychological pressure	The student should become familiar with the psychological pressures in media work.	2	24
duty	Lecture and practical examples	Indicators of media work stress	The student should be aware of the indicators of media work stress.	2	25
Short report	Lecture, classroom discussions	Burnout among media professionals	It explains to the student the psychological manipulation employed by media professionals.	2	26
Class participation	Peer assessment and self-assessment	Leadership and management in social psychology	The student should demonstrate the role of leadership. Administrative In the social media mind	2	27
Class participation	A storm that amazed me and a physical presence	Essential skills of a media leader (characteristics, duties)	The student should understand the basic skills of a media leader.	2	28

Classroom participation and direct questions	My presence	Right to defend	The student should explain all of the above quickly and clearly to retrieve the information.	2	29
final exam	written	Second month exam	Final exam	2	30

## 11- Course Evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams.

Editorial and reporting...etc.

- Participation, discussion, brainstorming questions, and classroom teamwork
- They are tasked with obeying a specific book or important media vocabulary in analyzing public opinion behavior, methods of influencing it, and audience uses.
- They were tasked with monitoring certain media personalities and analyzing their body language according to theories of psychology and personality.

20 marks for the first semester)10My theory and10practical(

20 (marks for the second semester)10My theory and10practical

60 degrees on theAFinal exam

## 12- Learning and teaching resources

<p>Supporting books and references Which are recommended (scientific journals, reports)</p>	<p>Curriculum of the Ministry of Higher Education and Scientific Research</p>
<p>1- Principles of Education and Psychology / Dr. Ahmed Ezzat Rageh 2- Foundations of Social Psychology / Ahmed Muhammad Al-Zoubi</p>	<p>1- Dr. Hani Al-Jazzar - Media Psychology Introduction to Global Sociology Dr. Amal Dakkak and Dr. Ahmed Al-Safar</p>
<p>Electronic references and websites</p>	<p>Introduction to Global So Dr. Amal Dakkak and Dr</p>

