

COURSE DETAIL

MEDIA PSYCHOLOGY

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology Communication

UCEAP Course Number

143

UCEAP Course Suffix**UCEAP Official Title**

MEDIA PSYCHOLOGY

UCEAP Transcript Title

MEDIA PSYCHOLOGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course encompasses analyses of the psychological impact of media content and presentation. The course provides an understanding of how individuals process media contents as well as how the media affects individuals' knowledge, attitudes, and behaviors. A variety of topics such as the psychological processing of information, media violence, sexual content, stereotyping, and the effects of new communication technologies are covered.

Language(s) of Instruction

English

Host Institution Course Number

COM3134

Host Institution Course Title

MEDIA PSYCHOLOGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Mass Communication

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