DEGREE IN: **JOURNALISM**

1. GENERAL DETAILS OF THE COURSE

Course name: **SOCIAL PSYCHOLOGY OF COMMUNICATION**

Level: FIRST   Semester: FALL

Type (Basic/Compulsory/Elective subject): Basic
Class hours per week: 4   Credits (ECTS): 6
Program Year: 2023- 2024

Lecturer: Anna Zaptsi, PhD
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2. DESCRIPTION

The aim of this course is to provide the student body with a solid knowledge base of Social Psychology and the mechanisms involved in the cognitive processes, quite related to communication processes. During the course, an in-depth understanding and approach to the complex psychosocial factors involved in the communication process will be provided through organized practical tasks in class (analysis and evaluation of press articles, group exercises, analysis of communication campaigns and guided research). All of this will be carried out through the content presented below and through participatory learning techniques that encourage contact and reciprocity among students and promote active learning.

The main idea is that this course should provide students with an understanding of the communicative processes as a whole, in which they would know how to identify its components in order to be able to act on them with the ability to influence/persuade and to be better media professionals.

3. SITUATION

Prior knowledge and skills:
Since the course takes place in the first year of their studies, it is assumed that they are still getting acquainted with the academic world and how it works. Therefore, they will be asked to use their skills and knowledge related to a university degree in Journalism, as well as their willingness and eagerness to study and learn from this new course.

Recommendations:

It is recommended that all students have a laptop/tablet and internet connection at their place of study. Students are encouraged to develop their creativity in practical tasks, as well as their motivation and teamwork skills.

Accommodation for students with functional diversity:

This course will be adapted to meet the specific needs of any student who cannot follow the usual format of the course. If such a situation arises, it will be evaluated and adjusted in order to ensure that the course is followed correctly.

4. OBJECTIVES AND COMPETENCIES

To indicate the skills and abilities that the student who passes the course may acquire, distinguishing between generic and specific skills or curricular and professional knowledge and, as far as possible, between instrumental, personal and systemic abilities.

Generic Cross-Cutting Skills:

G01. Know how to apply the basic knowledge of each course to their work in a professional manner and have the skills usually demonstrated by developing and defending arguments and solving problems in the world of communication and journalism.

G02. The ability to obtain and understand significant data in order to make judgments that may include reflections on relevant social, scientific or ethical issues.

G04. To have developed those study skills that are indispensable for the pursuit of subsequent studies characterized by a high degree of autonomy.

G05. To know how to use search engines for documentary and bibliographical resources.

G07. To promote and guarantee an equal awareness of people and populations and respect for international human rights, as well as knowledge of the main cultural and civilizational trends in terms of individual and collective values.

Specific skills:

E03. Ability to identify and make appropriate use resources of any kind that may be relevant to the study of information and communication.

E04. Ability to logically organize complex communicative knowledge and its relationship with other social, human and technological sciences, as well as with the methods and techniques of these disciplines.

E09. The ability to think about communication both as a professional practice and in terms of its role, meaning, projection and consequences for individuals, society, culture and politics.

E13. The ability to organize, compare and relate contemporary communication phenomena.

E14. The ability to analyze and understand findings and reports resulting from communication research.

E17. Critical consciousness on the analysis of the legal system and development of argumentative dialectics in communication.

E18. Capacity and ability to assess a situation and appropriately define a communication problem or need from a social science perspective.

E19. Capacity and ability to design motivational and sociological research applied to communication.

E25. Capacity and ability to manage in the society in general terms and in the market society in particular, starting from the theoretical knowledge of both, from the historical perspective base and reflective and audiovisual texts.

E26. Capacity and ability to establish relationships between historical, philosophical and media factors, as well as their connections with other fields of knowledge.

E28. Ability to read and analyze technical texts and documents on any relevant topic and to know how to summarize or adapt them in a language or lexicon understandable to a majority of the audience.

E39. Understanding of mathematical data and operations performed with some of them, characterized by a common use, in communication media and capacity and ability to know how to use data and statistics appropriately and easily for the majority transmission.

E43. Capacity and ability to manipulate legal resources (related to the Law, Jurisprudence and doctrine) which are related to communication.

E44. Ability to use the constitutional principles and values as a tool for the development of communication tasks.

5. COURSE CONTENT OR TOPIC AREAS

1. CONCEPTUAL DEFINITION

Conceptual and methodological definition of the Social Psychology of Communication: Socialization; Social Identity; Social Perception; Social Cognition and Social Learning.

2. EFFECTIVE COMMUNICATION

Why does Communication fail; Characteristics of effective communication; Verbal and Non-verbal Communication; Stereotypes, Prejudice and Discrimination and their influence on interpersonal and mediated communication; Rumors and their proliferation through print and electronic media; Sense of humor as a communicative and opinion-forming strategy.

3. COMMUNICATION AS SOCIAL INFLUENCE

Attitudes and Attitude Change; Persuasion.

4. (PSYCHO)SOCIAL LEVELS IN COMMUNICATION ANALYSIS

Psychosocial perspective of the media: print and electronic press, audiovisual media; Psychosocial effects of the media.

5. GROUP LEVELS IN THE ANALYSIS OF COMMUNICATION

Teamwork, Conflict and Negotiation.

6. LIST OF TOPICS

Detailed curriculum based on the above content.

TOPIC 1: THE FIELD OF SOCIAL PSYCHOLOGY (1)

- Definition of Social Psychology
- Nature of psychosocial processes
- Psychosocial and ecological analysis of behavior
- Brief overview of the theoretical and conceptual perspectives in the historical development of Social Psychology

Mandatory Assignment 1. Create a timeline of key authors in the field of Social Psychology.

TOPIC 2: SOCIAL PERCEPTION, SOCIAL COGNITION AND SOCIAL IDENTITY (1)

- Introduction to Social Perception
- Explanatory models of impression formation
- Schema-based perception vs. data-based perception
- Causal attribution
- Attribution errors
- Social identity. Characteristics and key elements

Mandatory Assignment 2. Exploring our social identities.

TOPIC 3: ATTITUDES AND PREJUDICE (2)

- Introduction to attitudes: definition and their function(s)
- Elements of attitudes
- Stereotypes, prejudice, and discrimination
- Types of prejudice: racism, sexism, LGBTQIA+phobia, etc.
- Dealing with prejudice: The importance of journalism

Mandatory Assignment 3. Identify stereotypes in media content.

TOPIC 4: EFFECTIVE COMMUNICATION (2)

- Human communication
- Types of communication
- Verbal and non-verbal communication
- Empathy
- Assertiveness

Group activity. The interview as an essential tool.

TOPIC 5: COMMUNICATION AS SOCIAL INFLUENCE (3)

- Functions and characteristics of persuasion
- The source in persuasion
- The channel in persuasion
- The receiver in persuasion

Mandatory Assignment 4. Identify persuasive communication.

TOPIC 6: PSYCHOSOCIAL EFFECTS OF THE MEDIA (4 and 5)

- Media as agents of socialization
- Explanatory theories of the media influence on public opinion
- Functions and (psychosocial) effects of the media
- Rumors and Fake news
- Conflicts

Mandatory Assignment 4. How the media influence us.

7. METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities:

1. Theoretical, practical or theoretical-practical face-to-face lessons.

2. Face-to-face discussion and critical reflection lessons or other intervening lessons.

Non-attendance training activities:

1. Assignments or individual practical tasks on each topic (scientific articles, journalistic articles, video viewing, etc.).

8. GRADING CRITERIA

Final grades will be given, in whole or in part, recognizing the acquisition of the minimum skills necessary to pass this course.

Option A
1- **50%** 2 midterm exams[1] / Summative Assessments or, if failing a **Final** Exam. Three response options (**Multiple choice/ Selected Responses**), *only one correct*. **30 Questions**.
2- **40%** Individual or collective theoretical and/or practical assessments.
3- **10%** Attendance[2] (>75%) and involvement in class meetings (discussion lessons, critical reflection sessions, group dynamics).

Option B
1- **70% Final** Exam/ Summative Assessment. Three response options (**Multiple choice/ Selected Responses**), *only one correct*. **30 Questions**.
2- **30%** Individual theoretical and/or practical assessments.

Only the parts that the students have passed (midterms/ summative assessments, assignments/tasks, and/or attendance) will be considered for the final grade along with the second call exam grade.
On the other hand, for the third call, no sub-grades will be kept, and the grade will follow the criteria of Option B.

Grade appeals are conducted online on one of the days listed in the ACADEMIC CALENDAR.

9. REFERENCES

Specific

- Aronson, E., Wilson, T. D., Akert, R. M., & Sommers, S. (2016). *Social psychology* (9th ed.). Pearson.
- Donsbach, W. (2004). Psychology of News Decisions: Factors behind Journalists' Professional Behavior. *Journalism*, *5* (2), 131-157. https://doi.org/10.1177/146488490452002
- Hogg, M., & Vaughan, G. (2018). *Social Psychology* (8th ed.). Pearson.
- Fiske, S.T., & Neuberg, S.L. (1990). A Continuum of Impression Formation, from Category-Based to Individuating Processes: Influences of Information and Motivation on Attention and Interpretation. *Advances in Experimental Social Psychology*, *23*, 1-74. https://doi.org/10.1016/S0065-2601(08)60317-2
- Giles, C. (2010). *Psychology of the me*dia. Palgrave.
- Scheepers, D., & Ellemers, N. (2019). Social Identity Theory. In K. Sassenberg and M.L.W. Vliek (eds), *Social Psychology in Action* (pp.129-143). Springer, Cham. https://doi.org/10.1007/978-3-030-13788-5_9

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[1]The possibility of replacing this test with an **oral test** will only be possible if there is a reason that makes it impossible to take the test in written form, while still maintaining the same percentage.
[2] Attendance of **75%** of sessions per course is required by EUSA University Center regulations.

- Stangor, C. (2016). The study of stereotyping, prejudice, and discrimination within social psychology: A quick history of theory and research. In T. D. Nelson (Ed.), *Handbook of prejudice, stereotyping, and discrimination* (pp. 3–27). Psychology Press.

General

- Gallois, C. & Liu, S. (2021). Power and the pandemic: a perspective from communication and social psychology, *Journal of Multicultural Discourses*, *16* (1), 20-26. doi: https://doi.org/10.1080/17447143.2021.1884253
- Garrido, R., & Zaptsi, A. (2021). Archetypes, Me Too, Time's Up and the representation of diverse women on TV. *Comunicar*, *29*(68), 21-33. https://doi.org/10.3916/C68-2021-02
- Goethals, G. (2007). A century of social psychology: individuals, ideas, and investigations. In M. A. Hogg, & J. Cooper *The SAGE handbook of social psychology: Concise student edition* (pp. 3-23). SAGE Publications Ltd. https://dx.doi.org/10.4135/9781848608221.n1
- Hogg, M., & Vaughan, G. (2009). *Essentials of Social Psychology*. Pearson.
- Lule, J. (2016). *Understanding Media and Culture: An Introduction to Mass Communication*. University of Minnesota Libraries.
- Meel, P., & Vishwakarma, D. K. (2020). Fake news, rumor, information pollution in social media and web: A contemporary survey of state-of-the-arts, challenges and opportunities. *Expert Systems with Applications*, *153*, 112986.
- Tajfel, H., & Turner, J. (2001). An integrative theory of intergroup conflict. In M. A. Hogg & D. Abrams (Eds.), *Intergroup relations: Essential readings* (pp. 94–109). Psychology Press.

Others (web addresses, etc.)

- 2030 Agenda for Sustainable Development https://www.un.org/sustainabledevelopment/development-agenda/
- Geena Davis Institute on Gender in Media https://seejane.org/
- Gender Equality Strategy https://ec.europa.eu/info/policies/justice-and-fundamental-rights/gender-equality/gender-equality-strategy_en
- The Journal of Social Psychology https://www.tandfonline.com/journals/vsoc20
- The Journal of Media Psychology https://www.hogrefe.com/us/journal/journal-of-media-psychology