

PSYCHOLOGY 325 Section 002 (September – December 2007; 3 credits)

Socialization: Media Content and Effects

M/W/F 2:00-2:50 pm
Buch A204

Professor: Dr. Tannis MacBeth
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Teaching Assistant (TA): Alexia Brown; office Kenny room 1206; email: alexia@whitenorth.com
Phone: Leave a message at 604 822-4826 and Dr. MacBeth will arrange for Alexia to call you.

Calendar Description of Course: Examines human development in the context of the socializing role of media.

This course focuses on the socializing role of television and other media. We will examine the theories and research evidence concerning the content and effects of media, with an emphasis on television. This is one of Dr. MacBeth's areas of research expertise.

Prerequisites: Psychology 100, or 101 and 102, or permission from the professor, as well as 30 or more previous credits.

Required Readings:

MacBeth, T.M. (Ed.) (1996). *Tuning in to young viewers: Social science perspectives on television*. Thousand Oaks, CA: Sage.

Course Format

Classroom Etiquette: Out of respect for others, given the large class size, classes will be conducted as follows: Classes will always begin and end on time. Students are expected to arrive before the beginning of class and not to leave during the class except in an emergency. Cell phones must be turned off. The professor and TA will encourage class discussion of course material, but private comments or conversations are disruptive for other students and the lecturer.

Computers (large or small) may be used only for taking notes, as any other use is very distracting for other students. Even note taking is distracting, so students using computers must sit in one of the back two rows.

Exams: There will be two exams. They require students to integrate material from lectures, assigned readings, class discussion, and audio-visual and other presentations. The exams will be given only on the published dates. Deferred exams will be granted only with documented valid medical excuses, and the student must notify the professor within a day of the missed exam.

The exam formats will include multiple choice (MC) and essay questions. The essays must be written in sentence/paragraph (not point) form. Wrong MC answers will not be penalized, other than receiving no credit. The exams are not cumulative, that is, the first exam will cover material that will not be re-examined in the final exam. Please note that all information presented in the readings, as well as in class, including audio-visual materials and that presented by other students, is examinable.

Please also note that

- (1) Students will not be permitted to leave and return to the room during an examination.
- (2) In keeping with the Psychology Department's policy, the marks may be scaled up or down to meet the department's marking guidelines.

Missed assignments or classes: A medical note from a physician is required to be entitled to write a deferred exam following absence from a scheduled exam, and students must notify the professor of their absence within a day of the exam. If a student misses a class, s/he must get lecture notes from another student. Neither the professor nor the TA will provide notes.

Optional Class Presentation: Students may, on their own or with 1 other student, give a brief presentation on a media issue that has personally touched their lives. Presentations may include video or audio segments or other media that help to get the message across, but these should be very short as the emphasis is on your analysis. Do not do research or tell us what others have said or written about the issue. The evaluation is based on your opinions about the topic. The student's own opinions/views/concerns must be clearly communicated. Keep your presentation to no more than 5-7 minutes so we can have class discussion. You will be given an opportunity to sign up for a date that is convenient for you. For joint presentations, marking will assume equal contributions (preparation and participation) from the two students.

Marking:

	<u>Date</u>	<u>Marks</u>
Mid-term exam (all MC)	Oct 22 (50 min)	30 (35 if no presentation)
Final exam (MC and essays)	Dec. exam period (2 1/2 hr)	60 (65 if no presentation)
Class presentation (optional)	TB Arranged	<u>10</u>
		100 total

Please note: The TA, Alexia Brown, and Dr. MacBeth are available for individual meetings if you have any issue about the course you would like to discuss. Meetings are typically by appointment and will be scheduled according to your and our convenience. Please speak to Dr. MacBeth before or after class if you want to arrange an appointment, or leave your name and phone number in a message at (604) 822-4826 or by e-mail, indicating whether you want an appointment with Alexia or Dr. MacBeth.

You are responsible for reading the materials in the text in the order shown on the schedule. The text contains much material that will not be covered directly in the lectures, but you are still responsible for that material. There also is much material covered in the lectures that does not appear in the readings, so it is essential for students to take their own detailed lecture notes. Neither the professor nor the TA will provide notes.

Further information about academic regulations, course withdrawal dates and credits can be found in the University Calendar. You are encouraged to read this material. If you run into trouble and need information about studying, preparing for exams, note taking or time management, free workshops and advice are available from the Student Resources Centre, which can be reached through the School and College Liaison Office at 604 822-4319.

Psychology 325 (Section 002) Course Outline, Fall 2007

Probable

Lecture Dates

Lecture Topics and Text Readings

- Sept. 5 Introduction: Overview of course content and requirements
- Sept. 7,10,12,14 1. Background information on media.
The structural context of media industries, and how this determines media content.
- Sept. 17,19,21, 2. Methodological issues for conducting and evaluating research on media effects,
24,26,28,Oct.1 content, and use.
Chapter 1: Introduction (MacBeth)
- Oct. 8 **No class; UBC closed for the Thanksgiving holiday.**
- Oct. 3,5,10,12,15 3. How people use television and other media.
Chapter 2: Television and socialization of young children (Huston & Wright)
Chapter 7: Television dependence, diagnosis, and prevention (Kubey)
- Oct. 22 **Mid-term exam (50 minutes; on Lecture Topics 1, 2, 3 and Chapters 1, 2, 7.
All Multiple Choice questions)**
- Oct. 17,19,24,26 4. Gender, racial/ethnic group, and gay/lesbian portrayals and their effects.
Chapter 3: Diversity on television (Graves)
- Oct. 29,31 5. Media portrayals of aggression and their effects.
Nov. 2,5,7,9,14, *Chapter 4: Television and children's fear (Cantor)*
16,19,21,23 *Chapter 5: Television violence viewing and aggressive behavior (Dubow &
Miller)*
- Nov. 12 **No class; UBC closed for Remembrance Day holiday**
- Nov.26, 28,30 6. *Chapter 6: Indirect media effects (MacBeth)*
Lectures (as time permits) on: Advertising to children; Media use, nutrition, and
obesity; Proposals for wiser media use.
- Dec. exam period **Final exam (2 1/2 hours; Lecture Topics 4, 5, 6 and Chapters 3, 4, 5, 6.
Multiple Choice and Essay questions)**