

Unit 1: COCEPTUAL AND METHODOLOGICAL ISSUES: Scientific Approach to Studying Media Effects, Traditions and history of Mass Media Research,

Unit 2: SOCIETY AND CULTURE: Analyzing media content, Media messages and Meta analysis, Cultivation, Effects of Agenda Setting, Media Priming,

Unit 3: MESSAGE SELECTION AND PROCESSING: Perceptual Hypothesis, Selective Exposure and Media Choice perspectives, Spiral of Silence, Uses and Gratification Perspective, Limited Capacity Model, Individual Differences

Unit 4: CONTENT AND AUDIENCE: Perceptions of Media Reality, Media Violence and effect on Social Interaction, Media that stir emotions, Persuasive effects of media, effects of Advertising, Stereotyping

Unit 5: MEDIUM ISSUES: Diffusion of Innovation, Displacement effects, Medium Theory, Systems Dependency theory, Social and Psychological effects of Communication Technology, Study of Media Effects in the Internet Era

TEXT BOOKS/ REFERENCES:

1. Robin L. Nabi and Mary Beth Oliver, "Media Analysis Techniques" Sage Publications, 2009
2. Glenn G. Sparks, "Media Effects Research: A Basic Overview", Fourth Edition, Wadsworth Cengage Learning, 2010
3. Raymond W. Preiss and Routledge, "Mass Media Effects Research: Advances through Meta-Analysis", 2011
4. Elizabeth M. Perse, "Media Effects and Society" Lawrence-Erlbaum Associates, 2008