



MSc/PgDip/PgCert **MEDIA PSYCHOLOGY**



COURSE SUMMARY

On this course you will learn how psychology can be used to understand the interaction of audiences with media. You will explore the psychological effects of media, how media use can be researched and evaluated, and how to communicate with different audiences across different media.

Joining a unique learning environment, you will interact with a multi-disciplinary team of experts in psychology, media and human-technology interaction. If you want to pursue a career in the communications professions or media research, this course will provide you with a unique set of relevant skills.

COURSE CONTENT

During your first semester you will undertake modules such as Issues in Media Psychology and Media Psychology Research Methods. You will develop a systematic understanding of the psychological effects of media consumption, the use of psychology and psychologists within media, and issues of ethics and responsibility.

In the second semester, you will complete modules such as The Psychology of Media Communication and The Psychology of Digital Experiences. Your third semester will allow you the opportunity to produce a dissertation which is your opportunity to further investigate an aspect of this course through an original research project.

CAREER PROSPECTS

This course has been designed to meet the growing need for graduates with an advanced knowledge and skill set to understand the relationship between psychology and the media.

With this qualification, you could pursue a career in psychological consulting within media industries, social media management, user testing, advertising, public relations, marketing, media analysis, media research and development, and academia.



IN BRIEF

- Develop a unique professional profile, applying psychology to understand, foster and predict people's interaction with media
- The only dedicated postgraduate course in the UK focusing on the relationships between media and psychology from both academic and professional perspectives
- Part-time study available
- International students can apply
- Based at MediaCityUK - the heart of the region's creative and digital industry



LOCATION:	MediaCityUK
DURATION:	One year full-time or three years part-time (MSc), eight months full-time or two years part-time (PgDip), four months full-time or nine months part-time (PgCert)
START DATE:	September
TYPICAL ENTRY:	Students wishing to apply for this course will normally need an upper-second class Honours Degree in psychology, media studies or social sciences. If you are a psychology, media studies or social science graduate or work within media or communications and wish to understand the application of psychology to their industry then this could be the perfect course for you.
ASSESSMENT:	Essays, research proposal, presentation, written project, dissertation, industry-style report
DELIVERY:	Lectures, tutorials, seminars, workshops, debates, online learning