Syllabus

SOCIAL PSYCHOLOGY - 50110

Last update 31-12-2013

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor) and 2nd degree (Master)

Responsible Department: Communication and Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Tsfira Grebelsky-Lichtman

Coordinator Email: grbelsky@netvision.net.il

Coordinator Office Hours: Appointment by phone: 052-3858386

Teaching Staff:
  Dr. Tsfira Grebelsky
  Adi Rodavsky
Course/Module description:
The course will review key research findings in social psychology, with emphasis on the relevance of these findings to the field of communication.

Course/Module aims:
In the course we will discuss key research findings in social psychology: Social perception and attribution, social interaction, power, construction of "self"; attitude and attitude change, conformity and obedience, group processes and leadership; and more.

Learning outcomes - On successful completion of this module, students should be able to:
1. Define the basic concepts and research methods of social psychology.
2. Describe the relationship between the basic concepts of social psychology and research findings in mass media and interpersonal communication.
3. Discuss the relationship between social psychology and communication through case studies.

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: In each week there will be a lecture which will present the main theories and concepts relating to social thinking and social influence. The lecture will be followed by an hour of frontal practice, which will present the major theories and concepts related to social interaction.

Course/Module Content:
Introducing Social Psychology (chapter 1)
The Self in a Social World (chapter 2)
Social Beliefs and Judgments (chapter 3)
Behavior and Attitudes (chapter 4)
Persuasion (chapter 7)
Conformity and Obedience (chapter 6)
Conflict and Peacemaking (chapter 13)
Helping (chapter 12)
Aggresion: Hurting Others (chapter 10)
Attraction and Intimacy: Liking and Loving Others (chapter 11)
Prejudice: Disliking Others (chapter 9)
Group Influence (chapter 8)

Required Reading:
Textbook:

Articles:
Bushman, B. J. (2007). That was a great commercial, but what were they selling? Effects of televised violence and sex on memory for violent and sexual ads. Journal of Applied Social Psychology, 37(8), 1784-1796.


Additional Reading Material:
None

Course/Module evaluation:
End of year written/oral examination 70 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 30 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:
Teaching assistants office hours:

Adi Rodavsky: Monday 17:15-18:15, room 3423. Email: adi.rodavsky@mail.huji.ac.il
David Bertrand: Monday 11:30-12:30, room 3423. Email: david.bertrand@mail.huji.ac.il
Eran Amsalem: Tuesday 13:30-14:30, room 3423. Email: eran.amsalem@gmail.com