The Hebrew University of Jerusalem

Syllabus

Social Psychology in Communication - 50110

Last update 03-10-2021

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr.Meital Balmas-Cohen

Coordinator Email: meitalbalmas@gmail.com

Coordinator Office Hours: Tuesday 12:00-13:00

Teaching Staff:

Dr. Meital Balmas,
Ms. Hofit Dagari,
Ms. Nitsan Gridinger,
Ms. Amit Turgeman,
Ms. nitzan attias

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:
   Lectures:
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)

Exercises:
Attraction and Intimacy: Liking and Loving Others (chapter 11)

Helping (chapter 12)

Aggression: Hurting Others (chapter 10)

Prejudice: Disliking Others (chapter 9)

Group Influence (chapter 8)

Required Reading:
 Textbook:
Myers, D.G. (2010/2013) Social Psychology. New York: McGraw-hill.

Articles:
 מאמרים לקריאה לפי נושאים (הסטודנטים יעודכנו מראש מתי עליהם לקרוא את המאמרים):
 שיפוטים אינטואיטיביים והיוריסטיקות
Balmas, M. (2018). Tell me who is your Leader, and I will Tell you who you are: Foreign Leaders' Perceived Personality and Public Attitudes Toward their Countries and Citizenry. American Journal of Political Science, 62 (2), 499-514.
 אמונות ושיפוט חברתי בזירה הפוליטית:
Tsfati, Y., Markowitz-Elfassi, D., & Waismel-Manor, I. (2010). Exploring the association between Israeli legislators' physical attractiveness and their television news coverage. International Journal of Press/Politics, 15(2), 175-192.
 השפעות על תפיסת קונפליקט אלים:
Soroka, S., Loewen, P., Fournier, P., & Rubenson, D. (2016). The impact of news photos on support for military action. Political Communication, 33(4), 563-582.

 Additional Reading Material:
  None

Course/Module evaluation:
End of year written/oral examination 75 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 25 %
test

Additional information: