

A study of the use of psychological theories and concepts for understanding the nature and impact of media and communication; Media psychological perspective

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Objective of this study is to provide an overview of applied psychological theories and concepts in order to scrutinize the impact and nature of media and communication and to initiate media psychology for the media and communication curriculum as a major field of inquiry. Study sample will be taken from history and evolution and land mark incidents of media psychology. Data analyzing is carried out qualitatively. Implementation of this study will be applying media psychology as a major discipline of media and communication curriculum of Universities of Sri Lanka.

Media psychology is emerged during last decades as a distinct and explicit subdivision of psychology. It goes back to more than 90 years within the discipline of social psychology. The two basic research study which was carried out serially by *Hugo Munsterberg* concerning the psychology and psychological impact of film, published in 1916 under the title, *The photoplay: A psychological study*, was the first empirical study of an audience reacting to a film and by *L.L. Thurstone*, who devoted scales for the measurement of attitudes toward movies for the famous and notoriously politicized Payne Fund research in 1928 and this study's practical objective was to indict the medium of film as a source of inspiration of bad behavior in a youthful audience are the ground-breaking studies of media psychology. And this type of studies were increasing after the invention of T.V in 1950 with their influence and effect to the children.

In this sense, media psychology can be defined as a discipline of understanding media impact upon the human behaviors on individuals, groups and cultures. Further more it concerns with the inter and intra-personal psychological dimensions underlying the impact and use of any medium of communication, irrespective of the nature of the subject matter being communicated (Fischhoff, 2005). Broadly defined Media psychology encompasses the use of media in activities, events, theories and practices regarding the effects and behaviors stimulated by media elements. This is one of highly expanding research areas in the social scientific research. It covers commercials, entertainment, educational, governmental, social, health, and political interests within psychology and communication research.

Media psychology is truly a modern application of psychological knowledge and theories in aspects including intelligence, learning, communication and cognition. It studies the impact of media on the human mind, emotions and behavior. Media psychology works in a multidisciplinary environment of psychology, sociology, communication and media studies.

Key words: Media psychology, Behavior, Mass communication, Technology, Cognition

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