UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Psychology of Communication

2021-2-E2004P044

Learning area

3 - STUDY OF SOCIO-ECONOMIC AND CULTURAL ASPECTS RELATED TO COMMUNICATION PROCESSES

Learning objectives

In line with the Learning Area 3, the course aims to analyse social and cultural variables related to communication processes. To this purpose, students will be presented with the main theories developed by the social psychology that investigate the relation between social processes within different contexts and communication.

Knowledge and understanding

- Introduction to theoretical perspectives
- Analysis of the bidirectional relation between social phenomena and communication
- Communication in specific social contexts

Applying knowledge and understanding

- Critical analysis of the fundamental models and theories;
- Application of communication models to socially relevant issues
- Development of methodological competence through the analysis of empirical research
- Development of the following competence: identifying the role of social variables in everyday communication phenomena; hypothesizing analysis and intervention strategies

Contents

The course aims at providing a comprehensive survey of research and theory about the relation between social processes and communication. Specifically, it will analyse how social variables may affect communication and how communication is likely to influence social phenomena. Particular attention will be devoted to communication on public issues.

Detailed program

- fundamental theories and models
- verbal and non-verbal behaviour
- social influence and persuasive communication
- communication in social groups
- public and scientific communication
- political communication
- risk communication
- communication and intergroup relations

Prerequisites

No preliminary requirements are specifically demanded. A good knowledge of the basis of Social Psychology enables a more aware use of the course contents.

Teaching methods

In addition to lectures, part of teaching takes place through the discussion of scientific research, videos, cases.
The material is made available on the e-learning site of the course, so that it can also be used by non-attending students

During the Covid-19 emergency period, lessons will take place remotely and asynchronously. The course will also include synchronous events and lectures.

Assessment methods

The exam will consist of an oral test.

Students attending the class will be offered an additional assessment at the end of the course. Such a test will be written with open and multiple-choice questions. This group of students will have the opportunity to require an oral test during regular exams.

Both oral and written questions are aimed at ascertaining the effective acquisition of both theoretical knowledge and the ability to apply them to reality. The evaluation criteria are: the correctness of the answers, the ability to argue, synthesize, create links, and critically read the reality.

The modality of the exam will be updated in accordance with the rules for COVID-19 emergency.

Textbooks and Reading Materials

Lotto, L. & Rumiati, R. (2013, seconda edizione). Introduzione alla psicologia della comunicazione. Ed: il Mulino. Capitoli 5, 7, 8, 10, 11,14.

A booklet with supplementary material (available at C.C.B. Centro Copie Bicocca, Viale Sarca 198, Milano).

The course slides available on the elearning platform.