UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Psicologia Generale per la Comunicazione

2021-1-E2004P004

Learning area

2: Study of the psychological aspects underlying communication

Learning objectives

Knowledge and understanding

- Broad issues and theoretical approaches in the study of basic psychological processes: sensation and perception, attention, learning and memory, motivation and emotion.
- Research methods in the psychological science.
- The study of the basic psychological processes applied to the field of communication.

Applying knowledge and understanding

- To recognize the cognitive, emotional and behavioral functioning of individuals.
- Critical reading and analysis of experimental studies on basic psychological processes.
- To recognize the effects of communication forms and media on the basic psychological processes.

Contents

This course aims to introduce the student to the psychological science and to some basic psychological topics useful for studying communication.

The course will deal with perception (all sensory systems, with a special stress on vision), motor control, attention, memory, motivation, emotion and learning.

Detailed program

- History of psychology.
- Methods and procedures of experimental psychology.
- Evolution, heredity, and behavior.
- Learning and conditioning.
- Sensation and perception: hearing, taste, olfaction, touch, and vision.
- Attention and consciousness.
- Memory processes.
- Motivational processes
- Origins and functions of emotions.
- Application contexts.

Prerequisites

Nothing specific.

Teaching methods

Lectures, discussions, practical training.

During the emergency period of Covid-19 lectures will take place in a mixed mode: partial attendance and synchronous videorecorded lectures

Assessment methods

Written examination with closed ended questions and open-ended questions about the topics of the course. Oral examination is optional.

Closed ended questions aim at verifying the acquisition of basic general knowledge of course contents.

Open-ended questions aim instead at verifying the acquisition of technical language and the ability to connect the contents of a topic of the course.

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

Textbooks and Reading Materials