



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Cognizione e Linguaggio

2021-1-F9201P100

Aims

Knowledge and understanding

This course presents the main models and theories related to:

- Social meaning of words;
- Sentence comprehension processes;
- Readability, comprehensibility, reading processes and reading deficits;
- Pragmatic aspects of language

Students will be able to constantly adopt, in the design, evaluation and management of communication systems, a user-centered perspective, considering the different characteristics, types and needs of the target, and the different contexts of use. In particular:

- _____
- Ability to use linguistic and communicative knowledge to effectively convey a message
- Ability to recognize and critically evaluate the persuasive uses of language
- Ability to critically evaluate, on the basis of scientific information, statements about language in its various forms and some deficits related to written language

Contents

The course will discuss if and how particular linguistic expressions and constructions have an impact on how people conceptualize a problem, and if this might influence their behavior (for example, preferring some options rather than others). The consequences of these notions will be discussed in practical areas, such as brand naming, the modalities of customer communication, persuasiveness. Furthermore, the reading processes and the problems connected to the written text will be evaluated.

Detailed program

- The sounds of language, sound symbolism and brandnaming;
- Social meaning of words and tone of voice;
- Focus and attention
- Communication through data and numbers
- Politeness and indirect speech acts
- Metaphor and irony in communication
- Text comprehension processes
- How to communicate clearly and to whom
- Reading processes, readability and reading deficits

Prerequisites

Good knowledge of English.

Teaching form

Besides traditional lessons dedicated to the transmission of theoretical notions, the teaching methods include the discussion of scientific papers, and of videos and documentaries.

During the COVID-19 emergency period, the lessons will take place remotely asynchronously (video lessons uploaded on the e-learning page), with synchronous videoconferencing events (students will receive a link to participate in live lessons). Depending on the organizational needs of the department, some events with the physical presence of students may also be scheduled.

Textbook and teaching resource

Teaching resources will be indicated on the e-learning page.

Semester

First semester

Assessment method

The exam is written, with multiple choice questions, open questions, and exercises. The oral exam is upon

students' request. Regularly attending students may do exercises during the semester, and write an essay on the topics related to the teaching. These exercises and essays might concur to the final evaluation of the exam.

Office hours

The student can contact the teachers by email in order to fix an appointment
