



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Cognition and Language

2122-1-F9201P100

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#### Aims

##### *Knowledge and understanding*

This course presents the main models and theories related to:

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

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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 recognize and critically evaluate the persuasive uses of language
- Ability to evaluate the complexity of the texts, to simplify them according to the target, and to be aware of the type of simplification
- \_\_\_\_\_

## 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, inclusive language and tone of voice;
- Sentences, focus and attention
- \_\_\_\_\_
- Metaphor and irony in communication
- Text comprehension processes
- \_\_\_\_\_

## 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, videos and documentaries. Spetial attention is devoted to the analysis and discussion of case studies.

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Lessons will be held in presence, unless further COVID-19-related \_\_\_\_

## Textbook and teaching resource

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## 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

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