



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Psicologia Generale per la Comunicazione

2223-1-E2004P004

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#### 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.

Lessons will be held in presence, unless further COVID-19 related restrictions are imposed.

## **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.

An oral examination in English, French, or German instead of written examination in Italian can be arranged for Erasmus students.

## **Textbooks and Reading Materials**

# Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | CLIMATE ACTION

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