UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

General Psychology for Communication

2425-1-E2004P004

Learning area

2: Study of the psychological aspects underlying communication.

Learning objectives

Knowledge and understanding

Main theoretical approaches in studying basic psychological processes.
Research methods in psychological science.

Applying knowledge and understanding

Ability to evaluate and synthesize psychological knowledge with critical thinking and adequate and relevant lexicon.
Ability to identify the psychological processes involved in daily-life behavior.
Ability to apply the thematic knowledge of general psychology to the field of communication.

Contents

The course aims to introduce students to the fundamental themes and methods of general psychology. Emphasis will be placed on theories of attention, perception, memory, and emotion, with a focus on their application to the field of communication.

Detailed program

- Origins and development of general experimental psychology
- Perception
- Attention
- Memory
- Emotion

Prerequisites

None.

Teaching methods

28 in-person lecture-based classes, each lasting 2 hours.

During the lectures, the teacher encourages active participation from students through class discussions and provides examples and video content to stimulate critical thinking and facilitate direct engagement with the topics, allowing students to apply the theoretical knowledge acquired to the communication field. The course is held in Italian.

Assessment methods

The evaluation for this course will be based on a final written examination with no interim assessments. The exam will consist of multiple-choice and two open-ended questions covering the entire program. The questions aim to assess the acquisition of theoretical knowledge and the ability to synthesize psychological knowledge with critical thinking. The open-ended questions will be evaluated based on the relevance of the answers, the appropriate use of specific terminology, the reasoned and coherent structuring of responses, the ability to create connections, and the critical re-evaluation of the topics.

Textbooks and Reading Materials

Cherubini P., Bricolo E., & Reverberi C. (eds.) (2021). *Psicologia generale* (nuova edizione). Milano: Raffaello Cortina.

The progam is as follows:
Chapter 3 > the whole chapter, except for 3.1.1, 3.1.2, 3.2.1.1, 3.2.1.2, 3.2.4.3
Chapter 4 > the whole chapter except for 4.2.2.3, 4.6.2
Chapter 5 > the whole chapter
Chapter 11 > the whole chapter except for 11.4.2, 11.4.3, 11.6 (the whole section); for what concerns 11.3.2, consider only the Theory of Appraisal by Scherer (fom p. 463, paragraph annoteted with "teoria dell'appraisal di Scherer" to p. 465, end of first paragraph).

Any additional supporting teaching materials will be posted on the e-learning page associated with the course.

Although this course is held in Italian, for Erasmus students, course material can also be available in English, and students can take the exam in English if they wish to do so.

Sustainable Development Goals

QUALITY EDUCATION | REDUCED INEQUALITIES