UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Linguaggio e Comunicazione

2526-2-F9201P224

Aims

Learning Objectives

Knowledge and understanding

- To recognize and evaluate how lexical choices vary according to context and/or communicative goals
- To recognize and evaluate how language style depends on the role of interlocutors
- Metaphorical language and its potential persuasiveness
- Irony and humor

Ability to apply knowledge and understanding

- Ability to adopt lexical choices consistent with user characteristics, types, and needs.
- Ability to modulate language register and use more or less “polite” forms depending on contexts of use
- Ability to recognize and critically evaluate persuasive uses of language
- Ability to design a behavioral experimental study.

Autonomy of judgment

- Development of the ability to evaluate the appropriateness of language styles and formulations in relation to the user, context, and communicative goals
- Development of the ability to judge the impact of specific linguistic formulations on decisions and behaviors.
- Development of the ability to design a behavioral experimental study.

Communication skills

- Enhancement of the ability to adopt a linguistic style consistent with the user, context and goals
- Gaining awareness of how certain linguistic expressions can be perceived as offensive or discriminatory.
- Enhancement of the ability to communicate clearly and effectively contained

Learning skills

Development of the ability to pursue education independently, with critical awareness.

Contents

The course will analyze the relationship between language and communication, that is, how language is used for communicative purposes, showing both how linguistic choices depend on the context of use and, more importantly, how particular communicative styles can be adopted for persuasive purposes. In addition to theoretical concepts, real case studies, drawn from politics, advertising, etc., will always be discussed. In addition, students will be required to design an experimental study to evaluate the possible influence of communication choices on opinions, attitudes and/or behavior.

Detailed program

- Words: politically correct language and hate speech
- How to do things with words: speech acts
- Politeness
- Metaphors
- Social function of irony
- Humor

Prerequisites

Some of the topics covered in the Cognition and Language course (mandatory course of Year I) will be taken for granted. Those who have not (yet) taken the exam may contact the teacher for clarification or possible supplementary material.

Teaching form

The course is organized into 42 hours of forntal lectures, and 20 hours of tutorials. The lectures basically consist of didactic delivery (transmission of content), although the class will be actively involved during the discussion of case studies. The exercises are aimed at supporting the design of an experiment, individually or in small groups, and thus will consist of interactive type teaching.

Textbook and teaching resource

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

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.

Semester

First semester

Assessment method

The exam consists of a written test with multiple-choice questions, open-ended questions and exercises. The oral exam is optional. During the 20 hours of "esercitazioni", the class will be guided in the design of an experimental study, which will be evaluated for the purposes of the exam, leading to the exemption of part of the written test, replacing part of the exam program.

Multiple-choice questions are designed to ascertain the actual acquisition of theoretical knowledge; open questions (and possible oral test) require the ability to evaluate, summarize and comment on theoretical debates, and to critically read scientific articles, using the appropriate theoretical language; exercises require the application of theoretical knowledge covered during the lecture to practical cases.

The evaluation criteria are: the correctness of answers, the ability to argue, summarize, make connections, critically read the notions learned, use appropriate technical language, and write coherently.

Office hours

Office hours are indicated in the teachers' personal webpage.

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY