



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Psychology of Organizational Communication

2526-2-F8501R019

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#### Course title

Psychology of Communication and Organizations

#### Topics and course structure

The course will begin by exploring the theoretical models of communication psychology and their evolution over time. The communication skills of animals and the main systems of nonverbal communication in humans will be examined. This introductory part will lay the groundwork for understanding the various dimensions of human and nonhuman communication. Next, the course will focus on the psychological dimensions involved in the use of new media and computer-mediated communication. Particular attention will be paid to communication within groups, analyzing how new media change group dynamics, collaboration, and conflict resolution. Finally, the impact of virtual reality and video games will be explored, examining their impact on mental health and for learning.

#### Objectives

The course aims to provide theoretical knowledge, analytical tools, and practical skills in the field of human, animal, and digital communication, with particular attention to the psychological implications of media evolution. By the end of the course, students will be able to:

1. Knowledge and Understanding

- Understand the main theoretical models in communication psychology and their historical development.
- Acquire knowledge of animal communication systems and identify similarities and differences with human communication.

- Understand key non-verbal communication systems in humans.
- Gain insight into the psychological dimensions involved in the use of new media and digital technologies.
- Understand the characteristics of computer-mediated communication, group dynamics in digital contexts, and the psychological effects of virtual reality and video games.

## 2. Applying Knowledge and Understanding

- Apply communication models to the analysis of real-life cases, including in digital and interspecies contexts.
- Use digital technologies to enhance individual and collective communication skills.
- Develop projects and activities that integrate theoretical knowledge with practical applications in digital communication.

## 3. Making Judgements

- Critically evaluate the characteristics and effectiveness of various human and animal communication systems.
- Reflect on the role of non-verbal communication in everyday interactions.
- Analyze the benefits, challenges, and ethical implications of digital and immersive media communication.

## 4. Communication Skills

- Communicate effectively and mindfully in both interpersonal and digital environments.
- Adopt communication strategies that promote collaboration, conflict resolution, and group mediation in online settings.
- Use clear, precise, and coherent language, even when presenting complex content.

## 5. Learning Skills

- Develop an autonomous and continuous reflection on the transformations of contemporary communication.
- Strengthen the ability to stay updated on topics related to communication, digital media, and behavioral sciences.

## **Methodologies**

The course aims to promote the achievement of the objectives through lectures, exercises and discussions. Hours of teaching activities organized as face-to-face lectures (Didactics Erogative) will cover about 60 percent of the course (33 hours) while those involving classroom discussions, case presentations, group work and conducting exercises (Didactics Interactive) will be about 40 percent (23 hours). 30% of the lessons (16 hours) will be delivered remotely in asynchronous mode, through video materials, readings, and online activities uploaded to the course platform.

## **Online and offline teaching materials**

- Lecture slides
- Online space for exercises and/or discussions

## **Programme and references**

- 1: Anolli, L. (2012). Fondamenti di psicologia della comunicazione. Seconda edizione. Il Mulino, Bologna. Capitoli 1, 2, 5, 8.
- 2: Wallace, P. (2016). La Psicologia di Internet. Nuova edizione, Cortina editore. Capitoli 1, 2, 3, 7.
- 3: Pallavicini F. (2020). Psicologia della realta' virtuale. Mondadori Universita'.
- 3: Pallavicini F. (2025). Gamers: Breve storia dei videogiochi e degli esports. Mondadori Universita'. Capitolo 1, 2, 7, 8.

IT IS RECOMMENDED THAT STUDENTS/STUDENTS REGISTER FOR THE COURSE ON THE E-LEARNING PLATFORM SO THAT THEY HAVE ACCESS TO MATERIALS, INFORMATION, NOTICES

Students/students from previous years - unless requested to the Lecturer - bring the program of the year in which they were enrolled.

## **Assessment methods**

There are no midterm tests. The final examination is conducted in written form and lasts one and a half hours. This test includes three open-ended questions aimed at testing knowledge of the proposed topics and the ability to design interventions for inclusion and promotion of well-being in the school context.

Up to a maximum of 10 points are awarded for each question, depending on (a) relevance of the answer to the question, (b) completeness of the answer, and (c) propriety of language. The evaluation is given in thirtieths. The results of the test will be posted on the Moodle platform.

The choice of the written test as an examination method is consistent with the learning objectives.

Erasmus students will have the choice of answering questions in English or Italian.

## **Office hours**

For the updated timetable please consult the personal page of lecturer Federica Pallavicini.

For any doubts or difficulties in preparation, you can contact the lecturer by email: [federica.pallavicini@unimib.it](mailto:federica.pallavicini@unimib.it)

## **Programme validity**

The programs are worth two academic years.

## **Course tutors and assistants**

## **Sustainable Development Goals**

GOOD HEALTH AND WELL-BEING

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