UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Psicologia della Comunicazione

2526-1-E2002R004

Course title

Communication Psychology

Topics and course structure

The course introduces the key concepts and research topics in communication psychology. Communication is meant as a process of joint participation and sharing of meanings, generated by different systems (verbal and nonverbal), regulated by communicative intention and playing a fundamental role in the definition of personal relationships.

More in detail, the course will focus on the following topics:

- Human communication: theoretical models and definitions
- Communication and meaning: approaches to semantics
- Intention and communication
- Nonverbal communication: relationship between verbal and nonverbal behavior, systems, functions
- Discourse and conversation: discourse organization, characteristics of conversation, methods of discourse and conversation analysis
- Miscommunication: definition, irony, seduction, deception, pathological communication
- Communication and new media
- Psychology of personal branding

Objectives

Through this course, with regular and active participation in the lessons and proposed activities, the following learning outcomes are promoted in terms of:

Acquisition of the theoretical foundations of communication psychology
Understanding methods for analyzing interpersonal communication
Ability to apply knowledge and models in various practical contexts
Below are the specific learning objectives, in terms of both knowledge and understanding of key concepts in the field, and the ability to apply them in real-life situations.

Knowledge and Understanding
Students will acquire solid and systematic knowledge of the basic psychological processes underlying human communication, with particular attention to the complexity of verbal and non-verbal meaning systems.

Applying Knowledge and Understanding
Students will learn to use the concepts and topics covered to analyze interpersonal communication processes. They will also be encouraged to apply these skills to different real-life settings (family, friendships, professional environments).

Regarding independent judgment, the course encourages students to formulate their own opinions independently and to argue them effectively, with the aim of refining their interpretive models of communicative processes.

The development of communication skills is a central educational goal of the course and is pursued through a series of practical exercises designed to enhance participants' awareness and ability to regulate their own communication styles.

Learning ability is fostered through active participation in lectures, completion of practical exercises, and attendance at seminars.

Methodologies

The course combines frontal teaching (lectures and discussion supported also by Powerpoint slides) with interactive activities, including:
Analyses of video sequences
Practical communication tasks
Simulations and role-playing
Production of video and multimedia materials

All the lessons will be face-to-face in the classrom, with this schedule:

10 lessons of 3 hours of frontal teaching
4 lessons of 3 hours of interactive activities
5 lessons of 3 hours with a first phase of frontal teaching, followed by interactive activities.

Online and offline teaching materials

Powerpoint slides downloadable online

Programme and references

There are two alternative options of programme and bibliography (Path A-standard or Path B-with Project work):

PROGRAMME AND BIBLIOGRAPHY PATH A) STANDARD

1. Anolli L., Fondamenti di psicologia della comunicazione. Il Mulino, Bologna, (2° ediz.) 2012.
   The volume has to be prepared completely except chapters 2 and 8.

2. Scatena, S., Psicologia del personal branding. Milano, Vita e Pensiero, 2022.

3. A volume of choice between the following two:
   Anolli L., La mente multiculturale. Laterza, Roma, 2006.
   Pallavicini F., Psicologia della realtà virtuale, Mondadori, 2020.

PROGRAMME AND BIBLIOGRAPHY PATH B) WITH PROJECT WORK (UPDATED)

The programme and bibliography in this path consist of:

i.) practical activities and project work (individual and in pairs/groups) according the guidelines provided during the course.

ii.) the following bibliography:

1. Anolli L., Fondamenti di psicologia della comunicazione. Il Mulino, Bologna, (2° ediz.) 2012.
   The volume has to be prepared except for the following parts:

- chapters 2, 6 and 8
- in chapter 1 NO the paragraphs 4.3 e 4.4
- in chapter 3 NO the paragraphs 1.1, 1.2, 3.1; the part on “Il caso della polisemia e la somiglianza di famiglia” (pag. 109-110-111); par. 7.1, 7.2, 7.3.
- in chapter 4 NO the paragraphs 4.1, 4.2, par. 7.1, 7.2, par. 9
- in chapter 7 it has to be prepared Section 1 + 1 section of choice among the following four: Section 2 (Comunicazione ironica), Section 3 (Comunicazione seduttiva), Section 4 (Comunicazione menzognera), Section 5 (Comunicazione patologica)

2. Scatena, S., Psicologia del personal branding. Milano, Vita e Pensiero, 2022.
   The volume has to be prepared completely except chapters 5, 6 and 7.

3. File pdf on project “CLOSER” by Save the Children, presented by Martina Carpani (Innovation Project Manager for Save the Children Italia) on March 24th at Innovation Pub (the file can be downloaded in the section "Slide")

Assessment methods

Oral exam, according to the programme path chosen.

Path A) STANDARD
Oral exam focused on the discussion of the topics of the indicated bibliography. As for the topics proposed in the

course bibliography and the materials discussed during the course, the assessment will focus on the coverage of the theoretical models presented, the ability of critical reflection and application to contexts of interpersonal communication.

Path B) WITH PROJECT WORK
Oral exam focused on the discussion of the topics of the indicated bibliography and of the activities and project work. As for the topics proposed in the course bibliography and the materials discussed during lessons, the assessment will focus on the coverage of the theoretical models presented, the ability of critical reflection and and application to contexts of interpersonal communication, as well as the ability to connect the theoretical aspects with the practical experiences carried out within the project work.

Office hours

On Thursdays 11.00 am (with previous contact and confirmation by email).

Programme validity

The program validity is 2 years

Course tutors and assistants

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING