UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Psicologia Generale per la Comunicazione

2526-1-E2006P004

Learning area

2: Psychosocial aspects underlying communication.

Learning objectives

Knowledge and understanding

- Main theoretical approaches in the study of basic psychological processes.
- Research methods in psychological sciences.

Applying knowledge and understanding

- Ability to evaluate and synthesise psychological knowledge through critical thinking and appropriate, relevant terminology.
- Ability to identify psychological processes involved in everyday behaviour.
- Ability to apply general psychology knowledge to the field of communication.

Making judgements

- Development of the ability to critically analyse theories and research in the field of general psychology.
- Development of the ability to compare different theoretical approaches and identify implications for understanding communicative processes.

Communication skills

- Development of the ability to present psychological concepts clearly and precisely using appropriate

scientific language.
- Development of competency in translating theoretical knowledge of general psychology into practical applications in the field of communication.

Learning skills

- Development of the ability to understand and connect basic psychological processes to analyse complex communicative phenomena.
- Development of autonomous study skills and in-depth exploration of psychological content through critical evaluation of scientific literature.

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 assessment for this course will be based on a final written examination with no intermediate evaluations. The exam will consist of multiple-choice questions and open-ended questions covering the entire laboratory programme. The questions are designed to assess the acquisition of theoretical knowledge and the ability to synthesise psychological knowledge through critical thinking.

The examination is structured in two parts. The first part comprises 20 multiple-choice questions, each worth 1 point, for a total of 20 points. The second part consists of 2 open-ended questions, each worth 5 points, for a total of 10 points.
The open-ended questions will be evaluated based on the relevance of responses, appropriate use of specific terminology, reasoned and coherent structuring of arguments, and critical re-evaluation of the topics covered.
For the final grade calculation, students must achieve a sufficient mark in both parts of the examination.

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: all sections, except 3.1.1, 3.1.2, 3.2.1.1, 3.2.1.2, 3.2.4.3
Chapter 4: all sections, except 4.2.2, 4.2.6
Chapter 5: all sections, except 5.2.4, 5.2.6; from 5.2.8 study only the section on normal ageing, 5.5
Chapter 11: all sections except 11.4.2, 11.4.3, 11.6 (the entire section); from 11.3.2 study only Scherer's appraisal theory (from p. 463, paragraph headed "Scherer's appraisal theory" 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