



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Cognizione e Linguaggio

2526-1-F9202P004

Learning area

Learning objectives

Knowledge and understanding

This course presents the main models and theories related to:

- the sounds of language
- sound symbolism and brandnaming
- social meaning of words, inclusive language and tone of voice
- sentences, focus and attention
- text comprehension processes

Ability to apply knowledge and understanding

Students will be able to constantly adopt, in the design, evaluation and management of communication systems, a user-centered perspective, considering the different characteristics, types and needs of the target, and the different contexts of use. In particular: Ability to use linguistic and communicative knowledge to effectively convey a message Ability to recognize and critically evaluate the persuasive uses of language Ability to critically evaluate, on the basis of scientific information, statements about language in its various forms and some deficits related to written language.

Making Judgment

- Development of students' critical analysis skills, particularly regarding the interpretation of experimental data used to support research hypotheses.
- Enhancement of students' ability to critically evaluate research hypotheses and models of data interpretation, including those related to recent scientific debates in the field of psycholinguistics—such as inclusive language and the benefits of multilingualism.

These objectives will be supported through active student participation during lectures and through group

discussions on controversial topics, encouraging students' engagement and confrontation of diverse perspectives.

Communication Skills

- Development of active listening skills, the ability to argue one's ideas, and to engage in discussion within groups, including interdisciplinary ones.
 - Development of the ability to understand and critically analyze different points of view.
 - Development of the ability to communicate one's perspective clearly and consciously, and to support one's arguments by referring to scientific evidence as well as documented and verified data or information.
- These objectives will be supported by encouraging students' active engagement in class discussions.

Learning Skills

Development of greater critical awareness and methodological sensitivity which will strengthen the students' ability to:

- analyze research data in a critical, detailed, and in-depth manner
- critically evaluate the interpretation of scientific data — including consideration of alternative hypotheses or explanations
- construct and defend arguments based on thoroughly analyzed and well-documented sources

Contents

The course will discuss if and how particular linguistic expressions and constructions have an impact on how people conceptualize a problem, and if this might influence their behavior (for example, preferring some options rather than others). The consequences of these notions will be discussed in practical areas, such as brand naming, the modalities of customer communication, persuasiveness, and technologies which support the diagnosis of language deficits.

Detailed program

- Notes on phonetics and phonology, sound symbolism and brand choice (Brand naming)
- Social meaning of words and use for manipulative purposes, language registers
- Sentences and their comprehension: linguistic structure, linguistic complexity and ambiguity
- Readability of texts and right to understand public texts
- Pragmatic aspects of language
- Language applications

Prerequisites

No specific requirement.

Teaching methods

The teaching will be mainly delivered as in-person lecture-based classes (transmission of content), during which students are encouraged to participate actively. In addition, some topics will be covered with the discussion of scientific articles and the viewing and commentary of short movies. All the material (lecture notes, scientific articles, interventions by specialists and information on the availability of videos) is made available on the course's e-learning site, so that it can also be used by non-attending students. Indicatively, there will be 46 hours of in-person lecture-based classes and 10 hours of interactive lessons. The course is taught in Italian.

Assessment methods

The exam is written, with multiple choice questions, open questions, and exercises. There is no oral exam. Regularly attending students may do exercises during the semester, and write an essay on the topics related to the teaching. These exercises and essays might concur to the final evaluation of the exam.

Textbooks and Reading Materials

Teaching resources will be indicated on the e-learning page prior the beginning of the course. Although this course is held in Italian, Erasmus students can contact the instructor to get course materials in English and make arrangements for the exam in in English.

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | REDUCED INEQUALITIES
