



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Psicologia della Comunicazione e delle Organizzazioni

2627-2-F8502R018

Course title

Psychology of Communication and Digital Media

Topics and course structure

The course aims to provide students with an in-depth understanding of the main psychological processes underlying human communication by examining both classical theories of communication and the most recent transformations introduced by digital media. The first part of the course presents the main theoretical models of communication, from the mathematical model to semiotic, social, and psychological approaches. The second part focuses on nonverbal communication and the relationship between communication and culture, with particular attention to cultural differences in communication processes. The third part examines the impact of digital media on psychological and communicative processes. In particular, the course explores the role of the Internet and social media in identity construction, self-presentation, and social interaction. Psychological phenomena related to technology-mediated group dynamics and new forms of digital communication are also discussed. Finally, virtual reality and video games are presented as emerging interactive media.

Objectives

The course aims to provide students with a critical and informed understanding of the psychological processes underlying human communication and the role of digital media in contemporary social interactions. The learning objectives are detailed below according to the expected learning outcomes.

Knowledge and Understanding

Students will acquire a solid understanding of the main theories of communication, examining the evolution of

theoretical models from the mathematical perspective to psychological approaches. They will also explore nonverbal communication and the relationship between communication and culture, with particular attention to cultural differences in communication processes and the shared construction of social meanings. Finally, students will develop knowledge of the impact of digital media on psychological and communicative processes, including online identity, self-presentation, technology-mediated social interactions, group dynamics in digital environments, and the communicative characteristics of emerging interactive media, with a specific focus on virtual reality and video games.

Applying Knowledge and Understanding

Students will learn to apply the main concepts and theoretical models of communication psychology to interpret and analyse communication processes in interpersonal, social, and digital contexts. They will be encouraged to critically analyse contemporary communication phenomena, understanding the role of digital media in shaping relationships, identity, and social influence. They will also be able to apply theoretical models to real-life communication scenarios and everyday communicative phenomena.

Making Judgements

The course encourages students to develop independent critical thinking by formulating and supporting their own arguments, while critically evaluating different forms of communication and the transformations introduced by digital technologies.

Communication Skills

Students will develop the ability to use appropriate disciplinary terminology and to communicate the main concepts of communication psychology clearly, accurately, and coherently.

Learning Skills

Learning skills will be fostered through active participation in lectures, case study analysis, discussion of contemporary communication phenomena, and practical application activities.

Methodologies

The course combines traditional lectures (supported by PowerPoint presentations) with interactive teaching activities, including:

- Analysis of video materials;
- Practical exercises.

All lectures are delivered in Italian and take place in person. Approximately 60% of the course (34 hours) consists of traditional lectures, while 40% (22 hours) consists of interactive activities. Approximately 30% of the course (16 hours) is delivered asynchronously online through video lectures, readings, and online activities available on the University's e-learning platform. The schedule of asynchronous activities will be published on the e-learning platform.

Online and offline teaching materials

- Lecture slides (available online);
- Asynchronous online lectures;
- In-class and online practical exercises.

Programme and references

1. Anolli, L. (2012). Fondamenti di psicologia della comunicazione. Il Mulino, Second Edition (Chapters 1, 2, and 5).

Please note: Only the following sections are required:

- Chapter 1: all sections except Section 4.
- Chapter 2: all sections except Sections 1.2, 3, and 5.
- Chapter 5: the entire chapter.

2. Wallace, P. (2017). La psicologia di Internet. Il Mulino, New Edition (Chapters 1, 2, and 3).

Please note: The following sections are not included in the exam syllabus:

- Chapter 1: the entire chapter is required.
- Chapter 2: pages 65–75 are excluded.
- Chapter 3: pages 86–98 and pages 114–128 are excluded.

3. Pallavicini, F. (2020). Psicologia della realtà virtuale. Mondadori Università (Chapters 1, 2, 3, and 4).

Please note: Only the following sections are required:

- Chapter 3: Sections 3.1 and 3.2 only.
- Chapters 1, 2, and 4: the entire chapters.

4. Pallavicini, F. (2020). Gamers. Mondadori Università, Milan (Chapters 1, 2, 4, 7, and 8).

Please note: Only the following sections are required:

- Chapter 1: Sections 1.3 and 1.5 only.
- Chapter 2: pages 17–20 only.
- Chapter 4: Section 4.2 only.
- Chapter 7: Sections 7.4 and 7.5 only.
- Chapter 8: Sections 8.1 and 8.2 only.

STUDENTS ARE STRONGLY ENCOURAGED TO ENROL IN THE COURSE ON THE UNIVERSITY'S E-LEARNING PLATFORM IN ORDER TO ACCESS COURSE MATERIALS, ANNOUNCEMENTS, AND OTHER IMPORTANT INFORMATION.

Assessment methods

The final examination consists of a 75-minute written exam including three open-ended questions, each covering one of the three main thematic areas of the course. Each question is marked out of 10 points, according to: relevance of the answer to the question; completeness of the answer; and clarity and appropriateness of academic language.

The final mark is expressed on the Italian 30-point grading scale. Examination results will be published on the Moodle platform.

Erasmus students may choose to answer the examination questions either in English or Italian.

Assesment criteria

1. Not Sufficient

Insufficient preparation on the main topics included in the syllabus and the course reading list; very limited and poorly independent ability to argue, analyze, and critically elaborate; insufficient ability to connect theory and practice and to identify relevant connections between the texts and the course topics; poor expository skills and specific vocabulary for the non-remedial discipline.

2. Sufficient – More than Sufficient (18-23)

General preparation, and in some respects uncertain or incomplete, on several topics included in the syllabus and the course reading list; argumentation, analysis, and critically elaborate skills, limited and poorly independent; difficulty connecting theory and practice and identifying relevant connections between the texts and the course topics; poor expository skills and specific vocabulary for the partially remedial discipline.

3. Fair (24-27)

Adequate preparation on the main topics included in the syllabus and the course reading list, but insufficient in-depth knowledge on some more specific topics; Argumentation, analysis, and critical thinking skills are present, but not always timely and independent; fair ability to connect theory and practice and identify relevant connections between texts and course topics; presentation skills and use of discipline-specific vocabulary, mostly remedial.

4. Good - Excellent (28-30/30L)

Comprehensive and thorough preparation of the topics covered in the syllabus and course reading list; argumentation, analysis, and critical thinking skills are structured and independent; good/excellent ability to connect theory and practice and identify relevant connections between texts and course topics; good/excellent presentation skills and command of discipline-specific vocabulary.

Office hours

For updated office hours, students are advised to consult Professor Federica Pallavicini's personal webpage.

For any questions or difficulties regarding the course or exam preparation, students may contact the instructor by email at federica.pallavicini@unimib.it

Programme validity

The programs are valid for two academic years.

Course tutors and assistants

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING
