



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione e Salute

2627-2-E2006P027

Learning area

2: Psychosocial aspects underlying communication.

Learning objectives

Knowledge and understanding

The general aim of the laboratory is to provide basic theoretical and practical elements in the field of communication for health and well-being, with particular attention to the design and evaluation of messages addressed to specific target audiences.

More specifically, the laboratory aims to:

- provide a theoretical framework for understanding health communication as an applied field of communication psychology and message design;
- introduce some basic principles of message design applied to health, with attention to clarity, relevance, accessibility, credibility, and the adequacy of messages in relation to the target audience;
- provide basic categories for analysing and designing communication campaigns for health and well-being.

Applying knowledge and understanding

- Development of the ability to apply psychological and communication-related knowledge to the design of a health communication campaign, defining the problem, target audience, objectives, communication strategy, channels, and message.

Making judgements

- Development of the ability to critically analyse the appropriateness and effectiveness of health communication messages and campaigns, evaluating the coherence between objectives, target audience, content, communication tone, channels used, and possible effects on the recipient.

Communication skills

- Development of the ability to design and communicate clear, accessible, and target-appropriate health messages, selecting suitable communication strategies and channels.
- Development of skills in presenting and critically discussing a communication project for health and well-being.

Learning skills

- Development of the ability to integrate theoretical knowledge and practical skills to address communication problems in the field of health and well-being.
- Development of the ability to independently analyse examples of health communication, identifying strengths, critical issues, and possible areas for improvement.

Contents

The laboratory addresses communication for health and well-being as an applied field of communication psychology. The first part provides a theoretical and practical introduction to the concepts of health and well-being and to the main elements that make a message effective, understandable, and appropriate for the target audience, with attention to clarity, accessibility, relevance, and communication tone.

Examples of campaigns and communication materials addressed to different audiences will be presented and discussed, highlighting the main strategies used in communication for health and well-being.

Starting from classroom discussion and group work, students will be guided in the design of a communication campaign for health or well-being, with attention to the definition of the problem, the target audience, the objectives, the channels, and the message.

Detailed program

- Foundations of communication for health and well-being.
- Health, well-being, and communication.
- Basic principles of message design applied to health.
- Communication strategies in health messages.
- Critical analysis of campaigns and communication materials for health and well-being.
- Elements of communication campaign design: definition of the problem, target audience, objectives, strategy, channels, message concept, and project presentation.

Prerequisites

Nothing specific. Good knowledge of the basis of General Psychology enables a more aware understanding of the lab contents.

Teaching methods

The laboratory consists of 6 four-hour classes, held in person in an interactive format.

Teaching methods will include the presentation of theoretical and practical concepts, the critical analysis of real examples of communication for health and well-being, group discussions, and applied exercises.

In the first part of the laboratory, the main conceptual tools useful for analysing and designing health messages will be presented. In the second part, students will work on the development of a communication campaign for health or well-being, under the supervision of the lecturer, with opportunities for revision, discussion, and feedback.

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.

Assessment methods

Learning will be assessed through the in-class presentation of a communication project for health or well-being.

The project must include:

- definition of the health or well-being problem addressed;
- identification of the target audience;
- definition of the communication objectives;
- analysis of the characteristics of the target audience and possible communication barriers;
- motivated choice of the communication strategy;
- development of the campaign concept and main messages;
- identification of the communication channels;
- critical presentation of the project choices.

No intermediate assessments are planned.

Textbooks and Reading Materials

Course materials will be available on the course webpage (e-learning website).

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION
