



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

General Psychology for Communication

2627-1-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. Practice-based activities are planned. 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 last 35 minutes and will consist of multiple-choice questions and open-ended questions covering the entire course programme. The questions are designed to assess the acquisition of theoretical knowledge, the ability to apply it, and the ability to critically discuss psychological and communicative phenomena.

The examination is structured in two parts. The first part comprises 18 multiple-choice questions, each worth 1 point, for a total of 18 points. The second part consists of 2 open-ended questions, each worth 6 points, for a total of 12 points. The maximum score is 30/30.

For the final grade calculation, students must achieve a sufficient mark in both parts of the examination. Specifically, students must obtain an overall score of at least 18/30, with at least 11/18 in the multiple-choice section and at least 7/12 in the open-ended section. Failure to reach one of these minimum thresholds will result in a failing grade, even if the overall score is equal to or higher than 18/30.

The open-ended questions will be evaluated based on the relevance of responses, accuracy of content, appropriate use of specific terminology, reasoned and coherent structuring of arguments, ability to synthesise information, ability to establish connections between topics, and critical discussion of the topics covered.

Honours may be awarded to examinations achieving 30/30 and showing particular completeness, clarity of expression, conceptual mastery, and critical depth.

Final grades will be assigned according to the following criteria:

30 with honours: excellent examination, showing complete and in-depth knowledge, outstanding conceptual mastery, strong ability to establish connections and critically discuss the course content, and clear and rigorous expression.

30: outstanding examination, showing complete and well-structured knowledge, expressed accurately and appropriately.

27–29: very good examination, showing thorough and satisfactory knowledge, coherent argumentation, and generally accurate expression.

24–26: good examination, showing knowledge of the main points, although not always complete or fully articulated.

21–23: fair examination, showing knowledge that is present but sometimes superficial, with argumentation and expression that are not always fully appropriate.

18–20: sufficient examination, showing essential knowledge that may be superficial in places, with some gaps in the articulation of the answer.

< 18: insufficient examination, characterized by absent or very limited knowledge, or by a lack of understanding of the fundamental concepts of the discipline

Textbooks and Reading Materials

Cherubini P., Bricolo E., & Reverberi C. (eds.) (2021). *Psicologia generale* (nuova edizione). Milano: Raffaello Cortina.

The program 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 4.2.2.3 and 4.2.6.
- Chapter 5: all sections, except 5.2.4 and 5.2.6; for 5.2.8, only the section on normal ageing should be studied; for 5.3.1, the section on “Episodic future thinking” should be excluded; 5.5 is also excluded.
- Chapter 11: all sections, except 11.4.2, 11.4.3, and 11.6, that is, the entire section; for 11.3.2, only Scherer’s appraisal theory should be studied, from p. 463, the paragraph entitled “Scherer’s appraisal theory”, to p. 465, at the end of the 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
