

SYLLABUS DEL CORSO

Linguaggio e Comunicazione

2627-2-F9202P017

Aims

Learning Objectives

Knowledge and understanding

- To recognize and evaluate how lexical choices vary according to context and/or communicative goals
- To recognize and evaluate how language style depends on the role of interlocutors
- Metaphorical language and its potential persuasiveness
- Irony and humor

Ability to apply knowledge and understanding

- Ability to adopt lexical choices consistent with user characteristics, types, and needs.
- Ability to modulate language register and use more or less “polite” forms depending on contexts of use
- Ability to recognize and critically evaluate persuasive uses of language
- Ability to design a behavioral experimental study.

Autonomy of judgment

- Development of the ability to evaluate the appropriateness of language styles and formulations in relation to the user, context, and communicative goals
- Development of the ability to judge the impact of specific linguistic formulations on decisions and behaviors.
- Development of the ability to design a behavioral experimental study.

Communication skills

- Enhancement of the ability to adopt a linguistic style consistent with the user, context and goals
- Gaining awareness of how certain linguistic expressions can be perceived as offensive or discriminatory.
- Enhancement of the ability to communicate clearly and effectively contained

Learning skills

Development of the ability to pursue education independently, with critical awareness.

Contents

The course will analyze the relationship between language and communication, that is, how language is used for communicative purposes, showing both how linguistic choices depend on the context of use and, more importantly, how particular communicative styles can be adopted for persuasive purposes. In addition to theoretical concepts, real case studies, drawn from politics, advertising, etc., will always be discussed. In addition, students will be required to design, or at least evaluate, an experimental study to evaluate the possible influence of communication choices on opinions, attitudes and/or behavior.

Detailed program

- Words: politically correct language and hate speech
- How to do things with words: speech acts
- Politeness
- Metaphors
- Social function of irony
- Humor

Prerequisites

Some of the topics covered in the Cognition and Language course (mandatory course of Year I) will be taken for granted. Those who have not (yet) taken the exam may contact the teacher for clarification or possible supplementary material.

Teaching form

The course consists of 56 hours of lectures. Part of the course (approximately 40 hours) primarily consists of lecture-style instruction (content delivery), although the class will be actively involved during the discussion of case studies. Another part of the lectures (approximately 16 hours) is dedicated to supporting the design of an experiment, either individually or in small groups, and will therefore consist of interactive teaching.

Textbook and teaching resource

Teaching resources will be indicated on the e-learning page.

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.

Semester

First semester

Assessment method

The exam consists of a written test with multiple-choice questions, open-ended questions, and exercises. The oral exam is optional.

Part of the exam is designed to assess whether students have effectively acquired theoretical knowledge (through multiple-choice questions and open-ended questions, which require the ability to evaluate, summarize, and comment on theoretical debates using appropriate theoretical language). Another part of the exam is designed to assess the actual acquisition of skills related to the design of experimental studies aimed at evaluating the impact of linguistic formulations on attitudes and opinions. This part of the exam may be taken during the written exam (students will be asked to evaluate one of the experimental studies covered during the course) or as the design of an experimental study (to be carried out individually or in pairs) that will be discussed during the oral exam

The evaluation criteria are as follows: for the portion of the exam covering theoretical concepts, the accuracy of answers, the ability to argue a point, synthesize information, make connections, critically analyze the concepts learned, use appropriate technical language, and write coherently; for the portion involving the design or evaluation of an experimental study, the ability to critically evaluate the formulation of hypotheses and experimental designs and to discuss the results.

The evaluation will be based on the following criteria:

30 with honors: excellent performance, both in knowledge and skills

30: very good performance, comprehensive knowledge and skills, well-structured and correctly expressed

27–29: good performance, comprehensive and satisfactory knowledge and skills, essentially correct expression

24–26: Fair performance; knowledge and skills present in the essential points but not comprehensive and not always correctly articulated

21–23: Sufficient performance; knowledge and skills present but sometimes superficial; expression and articulation are incomplete and not always appropriate

18–21: Barely sufficient performance; knowledge and skills present but superficial; expression and articulation of the argument contain gaps, some of which are significant

< 18: Insufficient performance; knowledge and skills are absent or very incomplete; lack of orientation in the subject

Office hours

Office hours are indicated in the teachers' personal webpage.

Sustainable Development Goals

