UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Cognition and Language

**2627-1-F9202P004**

## Aims

*Knowledge and understanding*

This course presents the main models and theories related to:

- The sounds of language, sound symbolism, and brand naming
- Words and their different levels of meaning
- Sentences, their meaning and use
- Linguistic complexity: problems and simplification strategies

*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

## 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

- Introduction to phonetics and phonology, sound symbolism, and brand naming
- Literal and social meaning of words, manipulative use, linguistic registers
- Sentences and their understanding: linguistic structure, linguistic complexity, and ambiguity
- Readability of texts and the right to understand public texts
- Pragmatic aspects of language
- Applied developments of models of language knowledge and processing

## Prerequisites

Nothing specific.

## Teaching form

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. Experts in digital interface development will participate during some classes and describe the development of applications for language training that make use of therotical models of language competence. 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.

Students who attend lessons with assiduity may deepen some topics of the course, with exercises and essays.

## 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 is written, with multiple choice questions, open questions, and exercises. The oral exam is upon students' request. 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.

## Office hours

Office hours are indicated in the teachers' personal webpage.

## Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY