

## Bachelor in Communication sciences and culture

<b>Course title:</b>	Psychology of Communication (lecture and laboratory)
<b>Course year:</b>	1 <sup>st</sup> year
<b>Semester:</b>	2 <sup>st</sup> semester
<b>Course code:</b>	17205
<b>Scientific sector:</b>	M-PSI/01
<b>Lecturer:</b>	<a href="#">Demis Basso</a> - prof. Free University of Bozen-Bolzano
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<b>Module:</b>	No
<b>Lecturer other module:</b>	/
<b>Credits:</b>	6
<b>Total lecturing hours:</b>	30 + 15
<b>Total Hours of availability for students and tutoring:</b>	18
<b>Office hours:</b>	from Monday to Saturday, on request (contact through email);
<b>Attendance:</b>	according to the regulation
<b>Teaching language:</b>	English
<b>Propaedeutic course:</b>	none
<b>Course description:</b>	The course belongs to "area caratterizzante" of the courses of the Degree Program within the disciplinary area of the "Human and Socio-economic Sciences"
<b>Specific educational objectives:</b>	Understand the basic knowledge of interpersonal communication theories; understand and apply psychological principles to personal, social, and organizational communication; develop insight into one's own and others' behavior and mental processes; develop effective strategies for management and improvement of communicative skills.
<b>List of topics covered:</b>	Basic cognitive processes; principles and theories of psychology of (verbal and non-verbal) language; mass-communication and persuasion; theories of motivation and personality, applied to communication.
<b>Teaching format:</b>	Lectures and Laboratory
<b>Learning outcomes:</b>	<p>Knowledge and understanding This course will deal with conceptual and practical issues derived from the field of psychology of communication, with an emphasis on understanding interpersonal communication. This knowledge will be presented by providing several examples and by bringing students to learn how to examine their own and others' communication styles.</p> <p>Applying knowledge and understanding Students will develop insight into their own and others' behavior and communicative skills and apply effective strategies for self-management and self-improvement. They will apply psychological theories, concepts, research and methods to contemporary problems in the communication practice. The LAB will be aimed at creating a 10-minutes presentation on a topic selected from several plausible work experiences. Students will put into practice issues</p>

	<p>learnt during the course, with a particular focus on style, verbal and non-verbal behavior, effectiveness and interaction.</p> <p><b>Making judgments</b> Students will use critical and creative thinking, skeptical inquiry, and, when possible, the scientific approach, being enabled to employ that knowledge in their own lives and work to solve real-life situations and practical problems.</p> <p><b>Communication skills</b> Students will be able to communicate empirical and theoretical information effectively when generating knowledge or when using knowledge in applied settings. Moreover, they would enhance their own effective strategies for management and improvement of communicative skills.</p> <p><b>Learning skills</b> Students will be able to describe and use several concepts from the psychological field, which are more reliable than those offered by the common sense. This improvement of their level will make the difference between their skills and those managed by several professional figures that they will collaborate with.</p>
<p><b>Assessment:</b></p>	<p><b>LAB:</b> Everyone should create a "10-minutes presentation" on a topic. Duration: 8 minutes (+1 additional, if needed: but after 9 minutes from beginning, it will be truncated!), based on the constraints, and responding to the purpose. The topic will be decided only partially by the student, in order to simulate a concrete situation at a workplace. The evaluation of the LAB will be given few days after the presentations. The LAB will be evaluated on a maximum of 5 points, out of the 30 available for the whole course+LAB.</p> <p><b>ORAL EXAM:</b> The oral exam will consist in a colloquium, 30-40 minutes of length: a general question will introduce an argument, and the following questions/comments will be devoted to explore theoretical knowledge and its application into pragmatic situations. If a student would not perform the LAB, s/he is required to perform an "on-line lab": I will tell the student an issue and, in 10 minutes, s/he has to prepare the outline of a presentation, which will be discussed in 5 minutes as if s/he is in front of his/her boss.</p>
<p><b>Evaluation criteria and criteria for awarding marks:</b></p>	<p><b>LAB Evaluation:</b> These parameters will be attributed 0 up to 4 points: intro: about your first 30-60", in which you introduced yourself and the topic, outline: about the schema of your presentation, layout: about the written things/images you've been presenting on the screen, speech: about the things you've been saying (verbal + non-verbal communication), interaction: the way you managed the open discussion.</p> <p>This will be rated 0 up to 1 points: interaction (from audience): how did you participated to discussions, during your colleagues' presentations.</p> <p>If you want to keep the evaluation for the total mark, during the exam there will be room also: - for discussing it together (5 minutes, no more); - for recover some lost point, due to excellent exams. So, even if the sum of your points to this section is below 5, you still have the possibility to get the highest grade.</p> <p><b>Oral Exam:</b> The evaluation of the oral exam will contribute up to 25 points of the total mark. Criteria for the evaluation: accuracy and adequacy in applying course concepts and theories, ability to discuss original opinions based on solid theoretical</p>

	<p>background, logical argumentation, and critical analysis.</p> <p>These are going to be useful skills: ability to argue, to create broad connections between contents, ability to compare different objects also from different points of view; ability to discuss, apply and criticize models and theories, ability to focus the speech on the topic (without deviations or digressions).</p>
<b>Required readings:</b>	<p>Suggestions for reading materials will be provided during the course: students have not to study on a single book, but they will be asked to find resources in libraries and the Internet, complimentary to lectures.</p> <p>Participation to (at least) one experiment (terms and details will be provided during the lectures). This participation is necessary, both for the possibility to understand what is the difference between research and Wikipedia, and for the possibility to learn how to deal with data collection, really useful for any reliable work. Participation will be rewarded with extra points for the exam (which will be attributed only if the exam is passed, and have no expiry date).</p>
<b>Supplementary readings:</b>	<p>Goss, B. (1996). The psychology of human communication. Prospect Heights, IL: Waveland Press.</p> <p>Rungapadiachy, Dev. M. (1999). Interpersonal Communication and Psychology. Oxford: Butterworth-Heinemann.</p> <p>Watzlawick, P., Beavin, J., &amp; Jackson, D. (1967). Pragmatics of human communication. New York: W. W. Norton.</p> <p>Berne, E. (1964) Games people play. Middlesex, UK: Penguin books.</p> <p>Participation to Moodle is not compulsory, but just one further possibility for discussion; however, slides and videos of each lecture will be uploaded only there.</p>