

## 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 relevant in 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 analyse how communication works in different domains.</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 be expected to apply psychological theories, concepts, research and methods to contemporary problems in</p>

	<p>the communication practice. The LAB will be aimed at developing presentation skills on a topic selected from several plausible work domains. Students will put into practice issues learnt during the course, with a particular focus on style, verbal and non-verbal behavior, effectiveness (e.g., the ability to persuade the audience) and interaction.</p> <p><b>Making judgments</b> Students will use critical and creative thinking, skeptical inquiry, and, as much as they can, the scientific approach, being enabled to employ these skills in their own lives and work to judge and solve real-life problems.</p> <p><b>Communication skills</b> Students will be able to effectively communicate empirical and theoretical information when asked to produce 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 available through the common sense. This improvement will make the difference between their skills and those managed by several professional figures with which they will collaborate.</p>
<p><b>Assessment:</b></p>	<p><b>LAB:</b> Everyone should create a "10-minute something" on a topic (If the course will be in presence: "presentation"; if online: "short video"). Duration: 8 minutes (+1 additional, if needed: but after 9 minutes from beginning, it will be stopped!), based on the constraints, and responding to the purpose. If the course will be online: 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 deadline for delivering the video/presentation. The LAB will be evaluated on a maximum of 5 points, out of the 30 available for the whole course+LAB (the course counts for 5 CFU, while just 1 for the LAB).</p> <p><b>EXAM:</b> Students could choose between two kinds of assessment: an oral or a written exam. 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. The written exam will consist of 5 questions to be answered within 6-7 lines. Questions will assess whether the learning outcomes are obtained, through a mixture of both knowledge and applicative questions. If a student did not perform the LAB, s/he will be 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 were in front of his/her boss.</p>
<p><b>Evaluation criteria and criteria for awarding marks:</b></p>	<p><b>LAB Evaluation:</b> You can choose between several forms of Lab.</p>

*The main one will be the PPT-presentation/Short video:*

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 have presented on the screen,  
speech: about the things you have said (verbal + non-verbal communication),  
interaction: the way you managed the open discussion (only for "PPT-presentation").

*Then, there is the possibility to organize an event within BrixEnjoy!:*

These parameters will be attributed 0 up to 4 points:  
artworks: quality of brochures, flyers and other materials;  
advertisement: how did you advertised the event?  
cooperation: the contribution given to the other members of the team;

*Finally, there is the possibility to collaborate with the E-Learning group:*

These parameters will be attributed 0 up to 4 points:  
artworks: quality of the developed materials;  
autonomy: how much assistance did you need to perform your tasks?  
cooperation: the contribution given to the other members of the team;

If in presence: it is compulsory to participate to the presentations' days for the PPT-presentation group, regardless of your choice for the type of Lab). The interaction (from audience: the way you participated to discussions, during your colleagues' presentations/in the forums) will be rated 0 up to 1 point.

If you want to keep the evaluation for the total vote, 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.

### **Oral Exam:**

The evaluation of the oral exam will contribute up to 25 points of the total vote. Criteria for the evaluation: accuracy and adequacy in applying course concepts and theories, ability to discuss original opinions based on solid theoretical background, logical argumentation, and critical analysis.

### **Written exam:**

For each question, the number in brackets will represent the range of points (N): for a basic answer = 0 points; for very good answer = +N points, no answer or totally wrong one = - N points. Starting from 18, your vote will be calculated adding (and subtracting) all the points assigned to your answers.

For both kinds of evaluation, 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>	<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 every reliable work.</p>
<p><b>Supplementary readings:</b></p>	<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 OLE-Moodle is not compulsory, but just one further possibility for discussion; however, slides and videos of each lecture will be uploaded only there. If the course were online, the platform Teams will be used to participate to the lectures only.</p>