

## 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>	Main cognitive processes; psychological principles and theories of both verbal and non-verbal communication; mass-communication and persuasion; motivation, decision making and other processes 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 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 indicating students 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. They are expected to develop and apply effective strategies for self-management and self-improvement. They will apply psychological theories, concepts, research and</p>

	<p>methods to contemporary problems in the communication practice.</p> <p>The LAB will be aimed at developing presentation skills about a scientific topic, in the domain of visual communication, for science popularization. Students will put into practice issues 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, as much as they can, the scientific approach, being enabled to show 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 "3-minute video" on a topic, selected from the topics covered from the course. Students will be asked to create groups of three units, who would work around a "broad topic" (read them on the section "List of topics covered"). Each of them should then create their own video, presenting the specific aspect selected (within the broad topic) in a way that could be helpful for both 1st-year students and general population to understand the aspect itself. The choice of broad and specific topics should be discussed with the professor, so that the same specific topic would not be attributed to more than one student. Then, all the videos will be published on OLE, and all students will have the possibility to comment on (at least some of) them. Optionally, students could also choose to participate to the activities of the BrixEnjoy! group: in this case, the task for the Lab consists in planning and organizing an event (including communication and advertisement) for the students of the Campus Brixen. The evaluation of the LAB will be given 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 modalities of assessment: an oral or a written exam. The oral exam will consist in a colloquium, 30-40 minutes of duration: a general question will introduce an argument, and the following questions/comments will be devoted to explore theoretical knowledge and its application in pragmatic situations. The written exam will consist of 5 questions, each to be answered within the assigned number of lines. Questions will assess whether the learning outcomes were obtained, through</p>

	a mixture of both knowledge and applicative questions.
<b>Evaluation criteria and criteria for awarding marks:</b>	<p><b>LAB Evaluation:</b> Students will be evaluated onto two tasks.</p> <p><i>The main one will be the Short videos:</i> These parameters will be attributed 0 up to 4 points: intro: about the first 10-30", in which you introduced yourself and the topic, outline: about the schema of the presentation, layout: about the written things/images presented on the screen, speech: about the things that said (verbal + non-verbal communication).</p> <p><i>Alternatively, criteria for the Event BrixEnjoy! (up to 4 points):</i> - Quality of materials prepared for the event, - Quality of interaction/contribution within the BrixEnjoy!'s team, - Advertisement: through social media, email, flyers, posters...</p> <p><i>The second one will be the comments to the videos:</i> The quality of the comments provided to the videos of the other students (not in your group) will be rated 0 up to 1 point. Parameters: concreteness, relevance, presence of concerns/challenges and politeness in expressing them.</p> <p>If a student wants 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 points to this section is below 5, students still have the possibility to get the highest mark.</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 background, logical argumentation, and critical analysis.</p> <p><b>Written exam:</b> 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, the mark will be calculated adding (and subtracting) all the points assigned to answers.</p> <p>In both kinds of evaluation, the student's performance will be evaluates. 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 important, 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</p>

	useful for every reliable work.
<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 OLE-Moodle is not compulsory, but just one further possibility for discussion; however, slides and videos of each lecture will be uploaded only there.</p>