



## PSYCHOLOGICAL SCIENCES AND TECHNIQUES

2023-2024

### PSYCHOLOGY OF SOCIAL COMMUNICATION

General information	
Year of the course	Second
Academic calendar (starting and ending date)	Second semester (March-May 2024)
Credits (CFU/ETCS):	6
SSD	Social Psychology – M-PSI/05
Language	Italian
Mode of attendance	Recommended attendance

Professor/ Lecturer	
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Department and address	Palazzo Chiaia-Napolitano – room 401
Virtual room	Teams code: a97m9za
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Wednesday 10.00-11.00 (please write an email in order to have a specific appointment)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	28	20	102
CFU/ETCS			
6	4	2	

<b>Learning Objectives</b>	<i>The course aims to improve and strengthen theoretical-methodological knowledge and competences concerning interpersonal and social communicative dynamics in both real and online contexts, by emphasizing related opportunities and risks. The analysis of the communicative processes in the several contexts will promote the capability to applicate these achievements in the different domains where a psychologist can work.</i>
<b>Course prerequisites</b>	<i>(Preferred) Knowledge of the foundations of social psychology, especially referred to identity and social interactions</i>

<b>Teaching strategies</b>	<i>Lessons, interactive moments, individual and group exercises</i>
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	Theoretical perspectives and interpretative tools concerning interpersonal and social communication, emphasizing their several channels
<b>Applying knowledge and understanding on:</b>	Methodological competences for analysis and evaluation of communicative dynamics, their channels and contexts



<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i></li> </ul> <p>Critical and comparative analysis of interpersonal and social communication, of communicative genres and scenarios</p> <ul style="list-style-type: none"> <li>• <i>Communicating knowledge and understanding</i></li> </ul> <p>Knowledge and awareness of the several channels in verbal, multimodal and mediated communication</p> <ul style="list-style-type: none"> <li>• <i>Capacities to continue learning</i></li> </ul> <p>Application of the theoretical and methodological competencies to new contexts and domains</p>
<b>Syllabus</b>	
<b>Content knowledge</b>	<p>The first part of the course will be devoted to: main features of the communicative process, verbal and multimodal communication, persuasive communication, miscommunication. The communicative dynamics will be explored in relation to the following contexts:</p> <ul style="list-style-type: none"> <li>A) Communication and discommunication</li> <li>B) Communicative conflicts and solving strategies</li> <li>C) Public communication</li> <li>D) Political communication</li> <li>E) Health communication</li> <li>F) Communication of risks and dangers.</li> </ul> <p>The second part of the course will deepen the psychosocial dynamics and social communication processes through the Internet: identity and perception; aggressiveness, attractiveness and prosociality online, online group activities, gaming online, sexuality in internet.</p>
<b>Texts and readings</b>	<p>1) Lotto L., Rumiati R. (2013), <i>Introduzione alla Psicologia della Comunicazione</i>, Bologna: Il Mulino (second edition)</p> <p>2) Wallace, P. (2017) <i>La psicologia di internet</i>, Milano: Raffaello Cortina Editore (new edition)</p> <p>3) Poggi, I. (2006) <i>Le parole del corpo - Introduzione alla comunicazione multimodale</i>, Roma: Carocci</p>
<b>Notes, additional materials</b>	The chapters concerning 1) and 2) will be communicated during lessons. Additional material will be proposed during lessons
<b>Repository</b>	A Teams room will be specifically activated

<b>Assessment</b>	
<b>Assessment methods</b>	Written task with open questions. Questions will cover the full program (theoretical pinnacles, applicative contexts, multiple channels, mass-media communication)
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i></li> </ul> <p>Knowledge of the foundations of the communicative process (both successful and at-risk communication)</p> <ul style="list-style-type: none"> <li>• <i>Applying knowledge and understanding</i></li> </ul> <p>Capability to individuate the critical features at stake in the communicative dynamics</p> <ul style="list-style-type: none"> <li>• <i>Autonomy of judgment</i></li> </ul> <p>Capability of critical analysis of communicative interactions in their contexts</p> <ul style="list-style-type: none"> <li>• <i>Communication skills</i></li> </ul> <p>Awareness about the several communicative channels and about their strategic use</p> <ul style="list-style-type: none"> <li>• <i>Capacities to continue learning</i></li> </ul> <p>Capability to transversally apply knowledges and competences</p>
<b>Final exam and grading criteria</b>	The final vote (from 18 to 30) will be proposed in accordance with the following criteria: <ul style="list-style-type: none"> <li>a) Assimilation and personalization of contents</li> </ul>



	b) Argumentative and lexical competence c) Analysis and synthesis of the objects
<b>Further information</b>	Eventual changes and/or integrations will be proposed to the students as soon as possible