Psychology of Social Communications

[0392409MPSI05I]

COURSE OBJECTIVES AND LEARNING OUTCOMES

The course aims to provide students with the theoretical and methodological foundations of social psychology, including in-depth explorations of particularly significant and impactful topics and approaches. Also, it will provide students with competencies in the analysis of language, linguistic structures, and communicative systems, fostering a deeper understanding of how meaning is constructed and conveyed in social contexts.

Students should acquire the following skills:

- understand key theories and approaches in social psychology;
- examine key scientific approaches to the study of communication and language;
- develop critical thinking and the ability to analyze communicative and social dynamics;
- communicate effectively using discipline-specific language;
- pursue independent learning, research, and continuous professional development.

CONTENTS

- The historical foundations of social psychology and the development of major theoretical approaches.
- The self and social cognition, focusing on attribution processes, identity, and social comparison.
- Social influence and group dynamics, including conformity, obedience, deindividuation, and intergroup conflict.
- Stereotypes, prejudice, dehumanization, and strategies for prejudice reduction.
- Models of communication, including semiotic, pragmatic, and how they apply to both everyday interaction and mediated communication.

ENTRANCE REQUIREMENT

No prerequisites are required.

TEACHING AND LEARNING METHODS AND ACTIVITIES

The course includes two types of learning activities: asynchronous (pre-recorded) lectures and interactive learning activities.

- Asynchronous (pre-recorded) lectures: For each ECTS credit, this modality includes six video lectures accompanied by written materials. Each video lecture features a recorded presentation by the instructor, who explains key concepts using slides designed with keywords and illustrative diagrams. The textual material attached to each lecture consists of a downloadable PDF handout that provides the essential information for effectively understanding the content covered.
- Interactive learning activities: For each ECTS credit, one hour is dedicated to interactive activities, which may include:
    - writing a short paper or assignment;
    - participating in a live web conference;
    - engaging in a thematic discussion forum;
    - completing formative assessments with feedback.

TEST AND ASSESSMENT CRITERIA

The exam can be taken either in written or oral form.
The oral exam consists of an interview with the Examination Committee about the course content.
The written exam consists of a test with 30 closed-ended questions. For each question, the student must choose one of four possible answers. Only one answer is correct.
Both oral and written exams are designed to assess the student's understanding of theoretical concepts and their ability to reason using these concepts. Questions on theoretical notions will evaluate the level of comprehension, while questions requiring reasoning will assess the student's level of competence and independent judgment.

Communication skills and learning abilities will also be evaluated through direct interactions between the instructor and the student during the course, such as videoconferences and assignments proposed by the instructor.

BIBLIOGRAPHY

To deepen the understanding of the content covered in the lectures and handouts, the following books are recommended for further reading:

- Andrighetto, L., Riva, P. (Eds.). (2020). *Psicologia sociale: Fondamenti teorici ed empirici* [Social psychology: Theoretical and empirical foundations]. Il Mulino.
- Rumiati, R., Lotto, L. (Eds.). (2013). *Introduzione alla psicologia della comunicazione* [Introduction to the psychology of communication]. Il Mulino.

Please note that these recommended texts are for voluntary supplementary study only and will not be specifically examined, as the teaching model is based primarily on the instructor's provided handouts.