# Communication and Persuasion (with Workshop on Psychology of Organisational Communication)

## Prof. Augusta Isabella Alberici, Prof. PATRIZIA MILESI

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to highlight the psychological mechanisms underlying the communication process by particularly focussing on the dynamics connected to identity, persuasion and social influence. The course explores the ways in which communication influences, both individually and in groups, the perceptions, attitudes, decisions and behaviours of individuals. Particular attention is paid to online communication and to the applications of the topics dealt with in organisational contexts.

Intended learning outcomes:

*Knowledge and understanding*

Knowledge of theoretical, conceptual and methodological tools useful for analysing the processes through which communication influences human judgment and conduct.

*Ability to apply knowledge and understanding*

Mastery of the fundamental knowledge and methodologies useful for planning psychosocial analyses and/or interventions concerning the communication process in its various areas.

*Communication skills*

Development of the sensitivity and skills necessary to calibrate one's communication behaviour according to the objectives pursued from time to time.

*Independent judgement*

Acquisition of a critical and aware attitude towards the communication dynamics that characterise the current reality.

***COURSE CONTENT***

Components and functions of communication

Non-verbal communication

Persuasive communication (source, message and recipient)

Online communication

Individual characteristics and communicative styles

Group membership and social influence

***READING LIST***

L. Lotto-R. Rumiati, *Introduzione alla psicologia della comunicazione*, Il Mulino, Bologna, 2013.

M. G. Pacilli – I. Giovannelli - F. Spaccatini, *Psicologia sociale dei media digitali*. Maggioli Editore, Santarcangelo di Romagna, 2021.

Details of further reading material will be provided in class by the lecturers.

***TEACHING METHOD***

Frontal lectures, discussion of empirical research, presentation of examples of the topics covered also through visual aids, expert speeches, use of online supports on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Written exam. The exam is divided into two parts corresponding to the two modules of the course. Questions will be both multiple choice (from 1 to 3 points) and open-ended (from 4 to 8 points). The total number of questions will vary from 7 to 10.

For regularly attending students, the exam will be closely related to the lecture notes and to the online teaching material. The chapters of the texts to be prepared in addition to the notes will also be indicated during lectures.

For students who have not had the opportunity to attend classes regularly, the exam will focus on the study of the textbooks indicated in the reading list.

Assessment of students' preparation will be based on their understanding of the topics, on the acquisition of the concepts, methodologies and subject-specific language, and on the ability to apply them autonomously and consciously.

***NOTES AND PREREQUISITES***

In order to record the exam, the approval of the "Psychology of Organisational Communication" workshop held by Mr Raffa is required.

Enrolled students will find teaching material to supplement the textbooks at: *http://blackboard.unicatt.it*. For information on the course, visit the lecturers’ virtual room at: *www.unicatt.it* or refer to Daniela Canoro ([*daniela.canoro@unicatt.it*](mailto:daniela.canoro@unicatt.it)).

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

*Consultation Hours*

Prof. Augusta Isabella Alberici and prof. Patrizia Milesi meet students by appointment in office or via Teams. To schedule a meeting, please email at: [augustaisabella.alberici@unicatt.it](mailto:augustaisabella.alberici@unicatt.it); [patrizia.milesi@unicatt.it](mailto:patrizia.milesi@unicatt.it).

**Workshop on Psychology of Organisational Communication**

Pietro Raffa

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The workshop aims to promote the direct experimentation of the different forms of digital communication - from corporate to political, including personal branding. Through a *learning by doing* methodology, students will have the opportunity to practice communication 2.0.

*Knowledge and understanding*

Knowledge of social techniques and *tools* that allow students to intercept job offers and to propose their personal *brand* effectively.

*Ability* *to apply knowledge and understanding*

Ability to manage your *web reputation*, especially with a view to future *placement*.

*Communication skills*

Ability to write and create optimised content for *social networks*.

*Independent judgement*

Acquisition of a vigilant and mature attitude towards the digital sphere and ability to recognise *fake news* and unreliable content.

***COURSE CONTENT***

The course starts with an introduction to the state of the network and its opportunities. As regards external communication, social media are studied and tested *on the job* with a view to *Digital Recruiting* and *Digital Employer Branding* mainly (but not exclusive) focussed on LinkedIn. Finally, the course includes external communication exercises, through the creation of *web advocacy* campaigns.

***READING LIST***

In addition to the lectures, the following textbook is suggested:

A. Camporesi-S. Mossenta, *Job Revolution. Trovare lavoro nell’era dei social media,* Hoepli, Milan, 2014.

***TEACHING METHOD***

The lectures will alternate brief theoretical introductions with individual and small group guided practical exercises, during which students will experience the main processes of organisational communication, so as to become aware and active users of an approaching process towards organisations.

*Note*: due to the workshop nature, students’ attendance is required. Any difficulties in attending should be reported as soon as possible to the lecturer in charge of the workshop who, whenever possible, will define alternative methods with the student (normally the drafting of a paper).

***ASSESSMENT METHOD AND CRITERIA***

Oral exam. The exam will be based on the topics covered during lectures and on the contents of the slides that will be provided by the lecturer.

Students' ability to manage their online presence will be assessed through a Power Point presentation illustrating the use of all the web platforms analysed during the workshop. Successfully passing the exam will result in the approval of the workshop

***NOTES AND PREREQUISITES***

For any requests and clarifications, contact the lecturer via e-mail. Basic knowledge in the use of social media is required.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.