**Psychology of communication and mediated experiences (6 ECTS credits)**

## Prof. Andrea Gaggioli

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

Description of the course:

The course aims to develop the conceptual and practical methodology knowledge which is essential in order to analyse, shape and design effective communication experiences both in mediated and non-mediated contexts. The specific objectives of the course are to:

– explore the main communication models, focusing on the key elements of the psychology of the communication experiences (e.g.: sense, emotions, verbal and non-verbal messages, story-telling, identity, relationship, social presence/absence) and on effective communication principles;

– to acquire useful tools for the analysis, design and assessment of effective communication experiences through interactive media (“user experience”), with particular reference to the opportunities offered by digital transformation (e.g. “Metaverse”), through a constant reference to the application contexts and to professional opportunities.

At the end of the course, students will be able to:

– analyse communication processes and mediated experiences from a cognitive psychology perspective (knowledge and understanding);

– design and develop communication projects in the application contexts, focusing on the choice of the artefacts, of usage scenarios, and on the strategic use of contexts (ability to apply knowledge and understanding);

– assess the quality of experiences with digital communication artefacts, particularly with websites and mobile Apps (ability to apply knowledge and understanding);

– prove to have acquired original analysis and argumentation skills with regard to the topics covered in the course, particularly cases and materials discussed in the classroom (independence of judgement);

– express concepts and use the psychology of communication categories with argumentation skills and proper use of language (communication skills);

– understand the main characteristics, similarities and differences between the presented communication models, methods and operational techniques (learning skills).

 ***COURSE CONTENT***

Starting from basic background knowledge of communication processes and of analysis and design methods of mediated experiences, the course will cover the following main topic areas:

– communication models: comparing perspectives;

– verbal and non-verbal communication systems;

– identity and storytelling;

– psychological principles of mediated experiences;

– analyse, design and assess mediated experiences: experience design methods.

***READING LIST***

L. Anolli (2012), *Fondamenti di Psicologia della Comunicazione,* Il Mulino, 2012 (sec. ed.). The following chapters: Chapter 1 “Prospettive sulla comunicazione umana” (pp. 13-43); and Chapter 5 “Comunicazione non verbale” (pp. 153-188)

G. Riva-A. Gaggioli (2019), *Le Realtà Virtuali,* Giunti, Florence.

D. Norman (2004), *Emotional design,* Apogeo Education, 2004.

Supplementary materials are available on the Blackboard platform (slides, handouts,

articles, further reading on specific topics).

 ***TEACHING METHOD***

Frontal lectures, discussion of scientific articles, seminars, collaborative groups for the further study of specific topics.

 ***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam designed to evaluate their knowledge and understanding of the exam topics. The oral exam will focus on the single-subject part of the course and on any additional material and/or background reading proposed during the course (accessible on Blackboard). The final mark will be based on the following: (i) accuracy of students’ answers; (ii) argumentation and communication skills demonstrated during the exam; (iii) their capacity for expressing themselves in their own words and contextualising what they have learned.

***NOTES AND PREREQUISITES***

1. No prior knowledge is required.
2. This syllabus applies for attending and non-attending students alike.
3. The course material may be supplemented with handouts, scientific articles and other educational content, which may also be made available on the Blackboard platform.

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.