# The Social Psychology of Communication

## Prof. Carlo Galimberti

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

The course has two complementary objectives, aiming to provide students with:

– the theoretical, methodological and empirical skills to summarise, from a socio-psychological perspective, what they have learned about communicative processes during the previous two years of the degree;

– tools for analysing conversations produced in interactive situations related to the topics covered by the Media Languages degree (in-person or remote interactions, internet, adverts, theatre, cinema, television series.

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

– analyse communication processes from a dialogic-conversational perspective (knowledge and understanding);

– recognise the modes of constructing subjectivity in natural and staged communicative interactions (knowledge and understanding);

– formulate psychosocial hypotheses to explain communicative interactions in real and staged contexts (ability to apply knowledge and understanding);

– demonstrate their acquired capacity for original analysis and for making well-supported arguments in relation to course themes, with particular reference to cases and material discussed in class (independence of judgement);

– express concepts and use psychosocial categories knowledgeably with appropriate language (communication skills);

– understand main characteristics, similarities and differences in terms of the theories, methods and practical techniques presented (learning skills).

***COURSE CONTENT***

The course consists of 4 modules divided into 20 teaching units of 3 hours each for a total of 60 hours:

1. *The socio-psychological perspective on communication* (1 unit for the presentation of the course and viewing of video material; 2 units for the presentation of the dialogic-conversational approach): 3 units, 9 hours in total. Main concepts: communicative interaction, information, communication, conversation, dialogue. Main objective: how to express in a socio-psychological perspective what has been learned during the first two years of the degree on real and media communication.

2. *Tools for analysing conversations* (5 units for theory, method and examples of analysis of conversations, 2 units for the practical class): 7 units, 21 hours in total. Main concepts: structure (organisation of turn-taking in conversation) and dynamics (Speech Act Theory) of conversations. Main objective: to understand what happens during natural and ‘staged’ conversations (e.g. Why and how one does or does not understand each other) learning to formulate interpretative hypotheses using conversation analysis. The module content will be illustrated with brief sequences from films or TV series, besides examples taken from empirical research. Practical class 1.

3. *Construction and subject roles in discourse 1* (2 units for theoretical and methodological aspects; 1 unit for analysis examples, 2 units for practical class): 5 units, 15 hours in total. Main concepts: enunciative subjectivity, enunciative intersubjectivity, discourse, argumentation. Main objective: to become acquainted with the concepts of the enunciative intersubjectivity model. The model content will be illustrated with the analysis of sequences from films, commercials and TV series, besides examples taken from empirical research. Practical class 2.

4. C*onstruction and subject roles in discourse 2* (2 units for theoretical and methodological aspects; 3 units to exemplify the proposed method of analysis): 5 units, 15 hours in total. Main concepts: discourse analysis, content analysis, argumentation analysis. Main objective: to train in the analysis of the discursive and argumentative dimensions of real and staged conversations, integrating them with the conversational one proposed in module 2. The model contents will be illustrated with examples taken from TV series.

During the first semester there is the opportunity to participate in-person in a seminar on the topic “Dialogical argumentation in media studies” which will take place in two editions, one in Italian and one in English (15 hours; 25 students each). During the second semester a further edition of the seminar in Italian is planned, its duration is 19 hours of which 15 hours are video recorded and 4 hours are in-person, with no limit to the number of participants. All the editions of the seminar will be held by Prof. Antonio Bova.

***READING LIST***

Texts to be studied analytically (used for calculating credits)

G. Albeggiani-C. Galimberti et Al., *Digital enterprise,* Hoepli, Milan, 2015 (pp. 17-28).

C. Galimberti, *Analisi delle conversazioni e studio dell’interazione psicosociale,* in C. Galimberti (ed.), *La conversazione*, Guerini & Associati, Milan, 1992 (pp. 43-86).

C. Galimberti, *Segui il coniglio bianco,* in E. Marta-C. Regalia, *Identità in relazione. Le sfide odierne dell’essere adulto,* McGraw Hill, Milan, 2011 (pp. 73-127).

C. Galimberti-C. Spanò (2017), *Intersubjectivity in media consumption as a result of the relation between texts and contexts: the case of Game of Thrones*. *ESSAIS*, (3), 191-208.

C. Mazzoleni-C. Galimberti, *Analisi delle Conversazioni. Linee guida ed esempi,* EDUCatt, Milan, 2013.

C. Galimberti, A.Bova, C. Spanò, & I. Vergine. (2021). Polydimensional structure and psychosocial functions of the direct address in TV series. *Frontiers in Psychology*.

***TEACHING METHOD***

The course employs three teaching approaches:

– class work (lectures, multimedia presentations and practical classes);

– remote study (Blackboard and other digital platforms indicated in lectures);

– extra-curricular teaching activities (practical classes and seminars).

***ASSESSMENT METHOD AND CRITERIA***

The exam will be conducted *orally* and includes two phases (A and B), the first of which has two optional formats (A1 or A2):

1. assessing students’ knowledge of the content of the texts on the reading list and the topics covered in lectures (see the learning outcomes related to knowledge and understanding) through:

– (A1) either an oral exam on the basic contents of the four modules

or a choice between,

– (A2) analysis of conversations produced in real face-to-face, mediated or staged interactive situations. Students have two hours to carry out the analysis and present the results in a written text. This mode may be chosen only by those who have participated in the two planned practical classes.

1. The second phase comprises an oral exam designed to demonstrate the candidate’s level of preparation of course content (see learning outcomes related to knowledge and comprehension); if the candidate opts for A1, the assessment will conclude with a discussion of the four modules; if the candidate opts for A2, the assessment concludes with a discussion of the analysis produced, addressing its points of interest and problematic aspects, including in relation to the contents of the four modules.

The exam will take place over the course of *a single day.*

The final mark will take into account the correct answers (70%) (see learning results related to knowledge and understanding, ability to learn and to apply knowledge and understanding respectively) and communication and argumentation skills shown during the discussion (30%) (see learning results related to independence of judgement and communication skills).

The final mark out of thirty will be based on the above-mentioned knowledge and skills, allocated as follows:

- incomplete or inadequate knowledge and skills: below 18;

- adequate but poorly developed knowledge and skills: 18-22;

- good and adequately presented knowledge and skills: 23-26;

- excellent and well-presented knowledge and skills 27 -30.

Students who participate in one of the additional activities on offer (Antono Bova’s seminars) will be awarded one mark to add to the total achieved in the oral exam.

***NOTES AND PREREQUISITES***

Notes. In the event that the health emergency should continue, both teaching activities and any forms of learning monitoring, both in progress and final, will also be provided remotely through our University's BlackBoard platform, the Microsoft Teams platform and any other tools envisaged and notified at the beginning of the course, so as to ensure the full achievement of the formative objectives set out in the study plans and, at the same time, the safety of our students. In case of “remote” assessment, the exam will only be conducted orally, thus following modes (A1) + (B) (see Assessment Method and Criteria). In this case students who will participate in the 2 optional practical classes will be awarded 1 mark (to be added to the total achieved in the oral exam and by participating in supplementary activities).

Prerequisites. Students require basic knowledge about media products and sociology of communication.

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.