**Psychology of Communication**

Prof. Giuseppe Riva; Prof. Daniele Di Lernia

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

Knowledge and understanding

The general objective of the course is to provide students with a theoretical and practical understanding of the basic processes underlying human communication. More precisely, the course aims to:

* Provide a theoretical framework within which to conceptualise the communication process, with particular attention to its verbal and non-verbal dimensions.
* Provide the basic categories for analysing the communication process, focusing on the definition of the concept of "presence" and on the relationship of this concept with those of "action" and "situation".

Abilities to apply knowledge and understanding

At the end of the course, students will be able to recognise and analyse the structure and intentional processes that characterise a communication process. In particular, they will know the main methods for analysing non-verbal communication and the processes that characterise communication. And finally, they will be able to understand the processes generated by the spread of digital communication, with particular reference to the impact of social media.

***COURSE CONTENT***

Module 1: *Foundations of Psychology of Communication*

Unit 1: Prof. Giuseppe Riva

The first unit of the course provides a theoretical framework for the scientific domain of communication psychology by presenting the main paradigms developed so far (mathematical model, semiotic and semantic approach, pragmatic and psychological perspective).

Following this, the main phenomena involved in communication exchange will be considered.

Along this itinerary, the differences between face-to-face communication and mediated communication will be explored in depth, focusing on the concept of "presence" and analysing the close link that exists between action, situation, communication, and change.

Unit 2: Prof. Daniele Di Lernia

In the second module unit, the aspects of non-verbal communication will be studied in-depth, with an analysis of vocalics, kinesics, proxemics, haptics and chronemics. A critical analysis of discourse and communication will then be introduced, which will lead to further exploration of the topics of discommunication of pathological communication.

At the end of this unit, the topics of communication between groups and organisations will be addressed, and the module will then be completed with an introduction to communication, from mass media to new media, which will act as an introductory framework for the contents of the second module.

The lectures will be supplemented with interventions to further examine the role of positive technologies in communication processes. In particular, the role of non-verbal communication will be explored, with references to body perception, emotional communication, and how positive technologies can be used to increase the effectiveness of communication and the emotional experience of communicational content.

Module 2: *Communication and New Media*

Unit 1: Prof. Giuseppe Riva

The first unit of the module provides a theoretical framework for the scientific domain of new media psychology by analysing a series of tools and paradigms that are influencing the communication processes of the new generations.

Unit 2: Prof. Daniele Di Lernia

The second module unit will explore in-depth the role of new media and social networks (e.g. Instagram) in communication processes, the construction of identity and one's image.

The final objective is the definition of a model that allows students to frame, in practical terms, the transformations in communication processes introduced by the new technologies and the impact these have on individual and social processes.

***READING LIST***

The exam texts include two compulsory texts and other texts differentiated by degree of origin:

For all students

L. Anolli, *Fondamenti di Psicologia della Comunicazione,* Il Mulino, Bologna, 2012, 2nd ed.

G. Riva, *Psicologia dei Nuovi Media: Azione, Presenza, Identità e Relazioni nei Media Digitali e nei Social Media,* Il Mulino, Bologna, 2012 (chapters 4-5-6-7-8).

G.Riva, C. Malighetti, Psicologia di Instagram, San Paolo Edizioni, Milano, 2020.

For students from the Faculty of Psychology

G. RIVA, *Nativi Digitali, Crescere ed Apprendere nel mondo dei Nuovi Media*, Il Mulino, Bologna, 2019.

For students from other degree courses

R. Gerrig-P. Zimbardo-L. Anolli, *Psicologia Generale,* Pearson, Milan, 2012.

***TEACHING METHOD***

Lectures supplemented by multimedia presentations and material made available online, tutorials and simulations.

***ASSESSMENT METHOD AND CRITERIA***

A single written exam on the topics discussed in the two modules, and an oral interview. Passing the written test (which comprises closed-ended questions, with correct answers earning one mark, missing answers earning zero marks, and incorrect answers earning a negative mark) will allow students to take the oral exam; if possible, this will be held on the same day and will involve both lecturers. The oral assessment will focus on the relevance of students' answers, their appropriate use of specific terminology, reasoned and coherent structuring of discourse, and their ability to identify conceptual links and open questions. There is one final mark which takes only the oral interview into account.

***NOTES AND PREREQUISITES***

Students must possess a basic knowledge of the concepts of General Psychology. Given the theoretical and practical nature of the course, which includes various classroom tutorials, attendance at lectures is fundamental for exam preparation.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.