# Organisational Communication Strategies

## Prof. Patrizia Milesi

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

The course aims to provide the psychological knowledge required for consciously and responsibly managing communication with employees and colleagues within organisations. After a short introduction to the close relationship between identity and communication, the course will offer the basic concepts necessary for understanding the underlying psychosocial processes of organisational communication on an individual and group level, both offline and online.

*Knowledge and understanding*

Knowledge of the main theories of social psychology that explain communicative behaviour in organisations.

Understanding of the psychosocial processes underlying the main communicative behaviours in organisations.

*Ability to apply knowledge and understanding*

Ability to appreciate the psychological implications connected to certain communicative styles and behaviours, identifying their strengths and weaknesses.

Ability to describe and design strategies for managing processes of influence on an individual and group level.

Students will develop the awareness and skills necessary to adapt their own communicative behaviour to the desired objectives.

Students will develop a critical and responsible attitude towards using the various channels of communication, with a particular focus on digital means.

***COURSE CONTENT***

*Identity and communication in organisational contexts*

Personal identity and social identity

Organisational communication

Psychosocial functions

Non-verbal communication

Online communication

*Individual characteristics and communication*

Communicative styles and tactics for exerting influence

Active listening and feedback

Voice and silence behaviours

Personal identity and online communication

*Group membership and communication*

The discursive construction of “we”

*Engaged followership*

Social influence and group decisions

Social identity and online communication

***READING LIST***

S.P. Robbins - T.A. Judge - D. Bodega – M. Ashleigh – A. Mansi – G. Di Stefano, *Elementi di psicologia del lavoro e del comportamento organizzativo*. Pearson PTB, Milano (2020), available at Vita e Pensiero Bookshop and also in digital release at pearson.it/shop.

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

N. De Pisapia, M. Vignoli, *Smart working mind. Strategie e opportunità del lavoro agile*. Il Mulino, Bologna, 2021.

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

***TEACHING METHOD***

Frontal lectures, discussion of empirical research, online support via the Blackboard platform. Psychologists working in the field of organisational communication will contribute as guest speakers in lectures.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a written exam. The exam will include five open questions, all weighted 6 points. The questions will require students to describe the psychological processes underlying certain communicative behaviour, to discuss their antecedents and implications, and to provide recommendations about how to manage organisational communication based on the theoretical frameworks presented during the course.

Students may choose between two exam options.

Students who have attended lectures regularly may take a written test on the lecture notes, the additional online teaching material and a selection of texts on the reading list, depending on the content covered in lectures.

Students unable to attend will sit a written test on the texts on the reading list.

Students will be assessed on relevance of their answers, their understanding and knowledge of the topics covered, organisation and clarity of their argumentation, their ability to use specialist terminology and their capacity for critical discussion.

***NOTES AND PREREQUISITES***

Enrolled students can find the teaching material to supplement the course texts at http://blackboard.unicatt.it. For information on the course, students can consult the lecturer's virtual classroom on www.unicatt.it or contact Daniela Canoro ([daniela.canoro@unicatt.it](mailto:daniela.canoro@unicatt.it)).

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment 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.