# Communication and Persuasion

Prof. Augusta Isabella Alberici

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

The course aims to shed light on the mechanisms underlying the communicative process, with a particular focus on the dynamics of persuasion and social influence. The course will analyse the ways in which communication influences - both on an individual and group level – our perceptions, attitudes, decisions and behaviours.

*Knowledge and understanding*

By the end of the course, students will have knowledge of the theoretical, conceptual and methodological tools required to analyse the processes by which communication influences human judgement and behaviour.

*Ability to apply knowledge and understanding*

By the end of the course, students will demonstrate mastery of basic knowledge and methodologies for planning psycho-social analyses and/or interventions concerning the communication process in various fields.

They will have developed the awareness and skills necessary to adapt their own communicative behaviour to the objectives in question.

*Independence of judgement*

By the end of the course, students will have a developed a critical attitude towards current communicative dynamics.

***COURSE CONTENT***

1. Components and functions of communication.
2. Non-verbal communication.
3. Persuasive communication (source, message and recipient).
4. Communication in groups: conformism and social influence.
5. Online and mass-media communication.

***READING LIST***

“COMES” students

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

- N. Cavazza, *La persuasione,* Il Mulino, Bologna, 2006 (third ed.).

Sociology students (excluding Social and Organisational Sciences) choosing this exam as one of their options must also study the following:

- i. Poggi-F.D’errico, *Comunicazione multimodale e influenza sociale. Il corpo e il potere,* Carrocci, 2020.

Students on other undergraduate/master’s level courses taking this exam as one of their options must also study the following:

- Chiurumbolo-C. Di Lorenzi*, La persuasione pubblicitaria,* Carrocci, 2012.

- M. Bonaiuto-F. Maricchiolo*, La comunicazione non verbale,* Carrocci, 2016.

***TEACHING METHOD***

Lectures, discussion of empirical research, presentation of examples of the topics covered through visual media, expert testimonies and online resources via the Blackboard platform.

Practical classes on course topics.

***ASSESSMENT METHOD AND CRITERIA***

Written exam.

Students will be assessed on their understanding of the topics, their assimilation of concepts, methodologies and subject-specific language, and their ability to apply them independently and with awareness.

For attending students, the written test will focus on lecture notes and online teaching material. During lectures, students will also be provided with the chapters from the texts to prepare in addition to the notes. The test will contain both closed and open questions focused closely on the topics covered in class. There will be three types of open question: a) short questions requiring the concise definition of structures; b) extended questions requiring students to describe theoretical models and/or relevant structures, making reference to any examples presented during lectures c) one question offering students the opportunity to critically analyse one or more course topics. On top of the marks awarded for the exam questions, students can earn an additional 1-3 marks by successfully participating in potential research projects and/or exercises during lectures.

For non-attending students, the written test is structured similarly to that for attending students and will focus on their preparation of the texts on the reading list.

***NOTES AND PREREQUISITES***

As this is an advanced course, it is preferable for students to have already taken a basic course on Social Psychology.

Enrolled students can find online course materials: teaching material, self-assessment exercises, information, guidance and thesis topics at *http://blackboard.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.

For information on the workshop, students can also consult the lecturer's virtual classroom at *www.unicatt.it*, or contact Daniela Canoro (*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.