# Persuasive Communication

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 receiver).
4. Communication in groups: conformism and social influence.
5. Online and mass-media communication.

***READING LIST***

- J.B. STIFF - P.A. MONGEAU, *Persuasive Communication,* The Guilford Press, New York, 2016 (third edition).

- Further reading material will be uploaded in the course’s Blackboard page

***TEACHING METHOD***

Lectures, discussion of empirical research, presentation of examples of the topics covered through visual media, talks by experts, use of online additional materials on the Blackboard platform.

***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 students attending classes, the written test will focus on lecture notes and online reading material. The test will contain both multiple-choice and open-ended questions focused closely on the topics covered in class. There will be three types of open-ended question: a) short questions requiring the concise definition of concepts; 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.

For students unable to attend classes, the exam will consist in a written test focusing on the content of the textbook and of the online reading material (see the reading list above).

***NOTES AND PREREQUISITES***

Students can find further information on the course program, reading list and teaching materials on the course’s Blackboard page ([*http://blackboard.unicatt.it*](http://blackboard.unicatt.it)). Students can also consult the teacher's virtual classroom at *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.

*Office hour*

Students can contact the teacher by email (*augustaisabella.alberici@unicatt.it*) or schedule an appointment via Teams/at the Department of Psychology (Dominicanum building, third floor, room 310).