Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Kommunikationspsychologie
Code der Lehrveranstaltung	17205
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	PSIC-01/A
Sprache	Englisch
Studiengang	Bachelor in Kommunikations- und Kulturwissenschaften
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Demis Basso, demis.basso@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/30397
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1
KP	6
Vorlesungsstunden	45
Laboratoriumsstunden	0
Stunden für individuelles Studium	105
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course belongs to "area caratterizzante" of the courses of the Degree Program within the disciplinary area of the "Human and Socio-economic Sciences"
Themen der Lehrveranstaltung	Main cognitive processes; psychological principles and theories of both verbal and non-verbal communication; mass-communication and persuasion; motivation, decision making and other processes

	applied to communication.
Stichwörter	Cognition; psychology; persuasion; mass communication; interpersonal
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Problem-based lectures and group activities.
Anwesenheitspflicht	In accordance with the regulation
Spezifische Bildungsziele und erwartete Lernergebnisse	Understand the basic knowledge of interpersonal communication theories; understand and apply psychological principles to personal, social, and organizational communication; develop insight into one's own and others' behavior and mental processes; develop effective strategies for management and improvement of communicative skills. Knowledge and understanding This course will deal with conceptual and practical issues in the field of psychology of communication, with an emphasis on understanding interpersonal communication. This knowledge will be presented by providing several examples and by indicating students how to analyse how communication works in different domains. Applying knowledge and understanding Students will develop insight into their own and others' behavior and communicative skills. They are expected to develop and apply effective strategies for self-management and self-improvement. They will apply psychological theories, concepts, research and methods to contemporary problems in the communication practice. The group activity will be aimed at developing presentation skills about a scientific topic, in the domain of literacy communication, for science popularization. Students will put into practice issues learnt during this course and the parallel courses "Computer-Mediated Communication" and "Introduzione alla Linguistica". Making judgments Students will use critical and creative thinking, skeptical inquiry,

	and, as much as they can, the scientific approach, being enabled to show these skills in their own lives and work to judge and solve real-life problems. Communication skills Students will be able to effectively communicate empirical and theoretical information when asked to produce knowledge or when using knowledge in applied settings. Moreover, they would enhance their own effective strategies for management and improvement of communicative skills. Learning skills Students will be able to describe and use several concepts from the psychological field, which are more reliable than those available through the common sense. This improvement will make the difference between their skills and those managed by several professional figures with which they will collaborate.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Group activity: Students should create a scientific article on a topic, selected from the topics covered from the course and connected to current hot issues related to the media. Students will be asked to form groups of three units, who would jointly work around a common topic (which will be proposed by the group and approved by the lecturer). Each group should then create a 10-page manuscript, which will be then published on the Journal "Digital Ecology". The topic of the manuscript should be discussed with the professor, so that 1- the same specific topic would not be attributed to more than one group, 2- it covers an interesting aspect for the readership. Before their submission to the Journal, all the manuscripts will be published on OLE, and all students will have the possibility to comment on (at least some of) them. After that phase, the authors are asked to revise their manuscript to include the comments received by peers. Optionally, students could also choose to participate to the

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	activities of the BrixEnjoy! group: in this case, the task consists in planning and organizing an event (including communication and advertisement) for the students of the Campus Brixen. The evaluation of this activity will be given on a maximum of 5 points, out of the 30 available for the whole course (the course counts for 5 CFU, while just 1 for the activity). EXAM: Students could choose between two modalities of assessment: an oral or a written exam. The oral exam will consist in a colloquium, 30-40 minutes of duration: a general question will introduce an argument, and the following questions/comments will be devoted to exploring theoretical knowledge and its application in pragmatic situations. The written exam will consist of 5 questions, each to be answered within the assigned number of lines. Questions will assess whether the learning outcomes were obtained, through a mixture of both knowledge and applicative questions.
Bewertungskriterien	Evaluation of the group activity: Students will be evaluated onto two tasks. The main one will be the "Article": These parameters will be attributed 0 up to 4 points: Abstract: attractiveness of the abstract, in which the topic is presented, Intro: how the state-of-the-art presents the topic, Gap: how the problem is presented to the readership, Discussion & Conclusions: how the problem is addressed. Alternatively, criteria for the event within BrixEnjoy! (up to 4 points): - Quality of materials prepared for the event, - Quality of interaction/contribution within the BrixEnjoy!'s team, - Advertisement: through social media, email, flyers, posters... The second one will be the comments to the other groups' manuscripts: The quality of the comments provided to the manuscripts of the other students (not of your group!) will be rated 0 up to 1 point. Parameters: concreteness, relevance, presence of concerns/challenges and politeness in expressing them.

	If a student wants to keep the activity evaluation for the total mark, during the exam there will be room also: - for discussing it together (5 minutes, no more); - for recover some lost point, due to excellent exams. So, even if the sum of points to this section is below 5, students still have the possibility to get the highest mark. Exam: The evaluation of the exam will contribute up to 25 points of the total mark. Criteria for the evaluation: accuracy and adequacy in applying course concepts and theories [40%], ability to discuss original opinions based on solid theoretical background [30%], logical argumentation, and critical analysis [30%]. Attribution of points to the written exam: For each question, the number in brackets will represent the range of points (N): for a basic answer = 0 points; for very good answer = +N points, no answer or totally wrong one = −N points. Starting from 18, the mark will be calculated adding (and subtracting) all the points assigned to answers. For both kinds of exam, these are going to be useful skills: ability to argue, to create broad connections between contents, ability to compare different objects also from different points of view; ability to discuss, apply and criticize models and theories, ability to focus the speech on the topic (without deviations or digressions).
Pflichtliteratur	Suggestions for reading materials will be provided during the course: students have not to study on a single book, but they will be asked to find resources in libraries and the Internet, complimentary to lectures. Participation to (at least) one experiment (terms and details will be provided during the lectures). This participation is important, both for the possibility to understand the difference between research and Wikipedia, and for the possibility to learn how to deal with data collection, useful for every reliable work.
Weiterführende Literatur	Goss, B. (1996). The psychology of human communication.

Prospect Heights, IL: Waveland Press.

Rungapadiachy, Dev. M. (1999). Interpersonal Communication and Psychology. Oxford: Butterworth-Heinemann.

Watzlawick, P., Beavin, J., & Jackson, D. (1967). Pragmatics of human communication. New York: W. W. Norton.

Berne, E. (1964) Games people play. Middlesex, UK: Penguin books.

Participation to Sharepoint is not compulsory, but just one further possibility for discussion; however, slides and the link to videos of each lecture will be uploaded only there.

Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung, Gesundheit und Wohlergehen