

General Information	Psychology of social communications
Academic subject	Communication science
Degree course	
Curriculum	
ECTS credits	9
Compulsory attendance	no
Language	Italiano- Inglese

Subject teacher	Name Surname	Mail address	SSD
	Francesca D'Errico	francesca.derrico@uniba.it	Mpsi05

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	First Semester I – October 2021- January 2022
Year	2021-2022
Type of class	In presence

Time management	
Hours measured	Frontal lessons and training seminars
In-class study hours	60
Out-of-class study hours	165

Academic calendar	
Class begins	October 2021
Class ends	January 2022

Syllabus	
Prerequisite requirements	
Expected learning outcomes	<ul style="list-style-type: none"> <li>• Knowledge and understanding The course aims to deepen the knowledge of the social processes and dynamics related to the use of mass media communication.</li> <li>• Knowledge and applied understanding skills Knowing how to identify the psycho-social processes underlying political and public communication, with particular attention to the dynamics of social influence.</li> <li>• Autonomy of judgment Knowing how to analyze and critically evaluate the formats of mediated interaction and their effects in public contexts and in everyday life through the methods of social psychology.</li> </ul>

	<ul style="list-style-type: none"> <li>• Communicative skills Knowing how to define, plan and communicate research related to classical communication and new media, identifying in-depth psycho-social processes during the course.</li> <li>• Ability to learn Knowing how to critically integrate the knowledge acquired in a complex and theoretically founded cognitive framework by including reflection on the social and ethical implications of the manipulative use of new media.</li> </ul>
Contents	<p>Social psychology as an epistemological and methodological framework. Main theories of communication and social influence. Body and discourse in political communication and its persuasive impact. 'Dominant' and 'humble' charisma and its persuasive import. Discredit in political debates and communication effects with reference to the psychological features of the audience. Parodistic communication and its persuasive effects. Communication in new media (self-presentation, moral suasion). The emotional and psychological effects emerging from aggressive, empathetic and memetic social media communication. Discommunication and fake news.</p>
Course program	
Bibliography	<ol style="list-style-type: none"> <li>1) Anolli L. (2012). Fondamenti di psicologia della comunicazione. Il mulino (Cap. 1, 5, 6, 7, 8, 9)</li> <li>2) Poggi (2007). Le parole del corpo. Carocci Roma</li> <li>3) Poggi I. &amp; D'Errico F. (2020) Comunicazione multimodale e influenza sociale. Carocci</li> <li>4) Riva (2018) Fake news. Il mulino oppure Quattrociocchi &amp; Vicini. (2016) Misinformation. Franco Angeli.</li> <li>5) Articoli di ricerca e di approfondimento tematico forniti durante il corso.</li> </ol>
Notes	
Teaching methods	<p>Frontal lessons Thematic in-depth seminars</p>
Assessment methods	Oral exam
Further information	