



Communication Science

General information	
Academic subject	Psychology of social communications
Degree course	Communication science
Academic Year	2022-2023
European Credit Transfer and Accumulation System(ECTS)	9
Language	Italian
Academic calendar (starting and endingdate)	October 2022-January 2023
Attendance	/

Professor/ Lecturer	
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Telephone	
Department and address	ForPsiCom Department
Virtual headquarters	Teams
Tutoring (time and day)	Wednesday at 16

Syllabus	
Learning Objectives	<ul style="list-style-type: none">• Development and strengthening of knowledge and theoretical-methodological skills concerning interpersonal and social communication dynamics;• Promotion of the ability to transversally apply the skills acquired in the various communication contexts, taking into account their peculiarities from the perspective of persuader, communicator and communication professional.
Course prerequisites	/
Contents	<p>Social psychology as an epistemological and methodological framework. Main theories of communication and social influence. Particular attention will be given to body communication in political communication and its persuasive impact. In this regard, the program includes an in-depth study on the theme of the persuader charisma and the associated psychological dimensions. Compared to traditional media, the role of discredit in political debates and communicative effects will be explored with reference to the characteristics of the audience. Parody communication and its persuasive effects.</p> <p>Particular attention will be given to the theme of communication in new media and to the characteristics of fake, aggressive, empathic and memetic social communication.</p>
Books and bibliography	<ol style="list-style-type: none">1) Anolli L. (2012). Fondamenti di psicologia della comunicazione. Il mulino (Cap. 1, 5, 6, 7, 8, 9)2) Poggi (2007). Le parole del corpo. Carocci Roma3) Poggi I. & D'Errico F. (2020) Comunicazione multimodale e influenza sociale. Carocci4) Riva (2018) Fake news. Il mulino oppure Quattrococchi & Vicini (2016)

	Misinformation. Franco Angeli. 5) Articoli di ricerca e di approfondimento tematico forniti durante il corso.
Additional materials	Additional materials will be given during the course.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class studyhours/ Self-study hours
Hours			
210	60	15	135
ECTS			
Teaching strategy		Frontal lessons, lab experiences and seminars.	
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> ○ The course aims to deepen the knowledge of the main social processes and dynamics related to the use of mass communication media. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> ○ Knowing how to identify the psycho-social processes underlying political and public communication, with particular attention to the dynamics of social and discommunicative influence. 	
Soft skills		<ul style="list-style-type: none"> · <i>Making informed judgments and choices</i> ○ Knowing how to critically analyze and evaluate the formats of mediated interaction and their effects in public contexts and everyday life through the methods of social psychology. 	

	<ul style="list-style-type: none"> • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Knowing how to define, plan and communicate research related to classical communication and new media, identifying psycho-social processes in-depth during the course. ○ ○ • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Knowing how to critically integrate the knowledge acquired into a complex and theoretically grounded cognitive framework, including reflection on the social and ethical implications of the manipulative use of new media.
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Assessment and feedback	
Methods of assessment	
Evaluation criteria	<ul style="list-style-type: none"> • <i>The final grade, expressed out of thirty, will be proposed on the basis of the following criteria:</i> • <i>a) Ability to assimilate and customize contents</i> • <i>b) Argumentative and lexical competence</i> • <i>c) Ability to analyze and synthesize the topics under study</i>
Criteria for assessment and attribution of the final mark	The exam is valid when the grade is greater than 17/30, with a maximum of 30/30.
Additional information	