



PSYCHOLOGY OF COMMUNICATION

M-PSI/01 - 6 CFU - 2° Semester

Teaching Staff

CONCETTA PIRRONE

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Office Hours: lunedì dalle 15 alle 17, mercoledì 10-12. In caso di persistenza Covid-19 è possibile prendere appuntamento via email per fissare degli incontri con l'ausilio della piattaforma microsoft teams.

LEARNING OBJECTIVES

To know the main theoretical currents that represent the breeding ground on which were built the main paradigms of psychology of communication, obtain a basic understanding of verbal and nonverbal communication. Put it into practice within the interactive workshops that will be held by the teacher.

DETAILED COURSE CONTENT

We intend to offer the basic elements of the psychology of communication and the different methods of communication, both verbal and non-verbal. The basic concepts of communication, the comprehension and production of messages, the use of visual and verbal codes, the prerequisites of persuasive communication, the obstacles to efficient communication. Moreover will be deepened an application part concerning the groups, conflicts, mass communication, public, political, health, marketing and organizational communication

TEXTBOOK INFORMATION

1. Lotto L. e Rumiati R. "*Introduction to Psychology of Communication*", second edition, 2007 ENTIRE BOOK
 2. Mastronardi V. M., *Manual of non-verbal communication*, second reprint, January 2015 Carocci Faber
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