



USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH		
<b>Course:</b> Communication psychology		
<b>Professor:</b> Mario Osorio		
<b>Number of contact hours:</b> 48		
<b>Credits:</b> 3		
<b>Recommended level:</b> junior or senior		
COURSE SUMMARY		
The aim of this course is to help students comprehend our social environment through a psychological interpretation of different forms of communication. The course explores the role of language as the fundamental tool in the communication process, the use of linguistic signs, and the concepts of message, transmission and reception. Also, a critical review is offered of mass media content, through a deconstruction of the methods and strategies underlying psychological impact.		
	TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY	HOURS
1.	Introduction to the course.	1
2.	Experiential communication. Interferences.	1
3.	Types of communication: verbal and non-verbal.	1
4.	Language: oral, corporal, mimic, written. Behaviors, attitudes, interaction, bonding, public relations.	1
5.	Message reception: articulation and selection of words.	1
6.	Types of communication: intrapersonal communication, interpersonal communication, mass communication, persuasive communication.	1
7.	Introduction to social psychology, contributions of psychology to communication.	1
8.	Erving Goffman; microsociology and interrelationships.	
9.	Observation and recording of collective behaviors.	1
10.	Characteristics of collectivity. Group and mass. Mass communication.	1
11.	Collective behavior and public opinion.	1
12.	Color psychology. Effects and criteria for color selection. Research on color.	1
13.	<b>MID-TERM EXAM</b>	
14.	Identity, roles and stereotypes. Attitudes. Prejudice and discrimination.	1
15.	Persuasion and argumentation. Psychological models of persuasion. Persuasion in mass media.	2
16.	Violence in the media, effects on viewers. Analysis of the consequences of violent content in the media.	1
17.	Psychological aspects of consumers and advertising content.	2
18.	Perception and reality. Manipulated reality. The reality of image. Media reality, documentary, fiction, virtual reality. Reality and consumption.	1
19.	Analysis of principal propaganda methods and techniques.	3
20.	Identity in the internet era. Analysis of different Facebook profiles within students' contact networks.	1
21.	Identity structures in new media settings such as social networks.	1
22.	The role of language in socialization, social learning and communication, society and social classes.	2
23.	Classification of media.	1
24.	Semiotic and media analysis of messages in graphic and audiovisual products.	1
25.	Language of film. Psychology of cinema. Film analysis.	1
26.	<b>FINAL EXAM</b>	2



BASIC READING	
1.	LA ROSA, Amaro. 2012. <i>Reflections on the psychology of communication as a specialized area</i> . Avances en psicología. Revista de la Facultad de Psicología y Humanidades. Volumen 20 (2), pp. 33-42.
2.	RIZO, Marta. 2011. <i>Psicología social y comunicación</i> . Portalcomunicación.com
3.	JAKSTIENE, Sandra; SUSNIENE, Dalía and NARBUTAS, Valdas. 2008. <i>The Psychological Impact of Advertising on Customer Behavior</i> . IBIMA Communications, Kaunas University of Technology Panevėžys Institute, Panevėžys, Lithuania.
4.	GOFFMAN, Erving. 1956. <i>The presentation of self in everyday life</i> . Social Science Research Center, University of Edinburg.
5.	SAGEBIEL, Felizitas and VAZQUEZ, Susana. 2010. <i>Topic Report Stereotypes and Identity</i> . Seventh Framework Program, UN.