

Centre: Barcelona

Course: **Psychology of Communication and Publicity**

Programme: Business, Design & Innovation

Semester: 2 (Spring)

ECTS credits: 6

Duration: 45 hours (3 hours/week)

Language of instruction: English

Instructor:

Course Objectives

- To learn, analyze and interpret information about human communication, persuasive communication and cognitive processes of information processing.
- To learn the different psychological paradigms of interpersonal, group and mass communication.
- To analyze the influence of the culture of the mass media in society and in the development of personal identity.
- To develop a complete communication plan (for a real project linked to issues, processes and psychological disorders).
- To develop an applied knowledge about oral, textual, visual and audiovisual languages in mass communication.
- To create and publish a digital blog to publish the subject's project.
- To defend the project carried out using oral, textual and audiovisual communication.

Prerequisites

None

Attendance policy

Attendance is mandatory for all classes, including field studies. Any presentation or activity missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

Learning outcomes

By the end of the course, students should be able to:

- Organize and plan the information and analyze it, interpret it and synthesize it
- Correctly apply the principles of interpersonal and group human communication
- Learn about the psychosocial processes and the effects of mediated communication
- It critically analyzes the role of mass media and advertising as tools of social influence
- Use the tools and technologies of information and communication correctly
- Properly communicate the results of diagnosis and intervention
- It is related to ability with people in their work environment and in group work

Method of presentation

- Lectures with appropriate visual support provide the theoretical content of the sessions, mainly focusing on real cases as examples
- Class participation: Students are expected to participate in class discussions and debates related to lectures, bibliographical or audiovisual material showcased in class.
- Project Sessions: These sessions will give information, guidelines and advice necessary to carry out the final project. These sessions include group work and the tutoring of work.

Field study

To be confirmed

Required work and assessment methods

Continuous assessment: represents 50% of the final grade and is based on:

- Participation in the debates and individual and group exercises in the classroom – 15%
- Individual practices based on theoretical content – 15%
- Weekly deliveries of the communication project – 10%
- Final project – 60%

Contents

Theoretical contents:

- Introduction to communication
- Introduction to the psychology of communication
- Cognitive processing of information
- Persuasive communication and creativity
- Oral and textual communication of masses
- Visual communication: power of the images

- Audiovisual communication
- Subliminal messages in mass communication
- Stereotypes in mass communication
- Communication and Digital Advertising

Practical content:

- Introduction to the Communication Plan
- Background and environment analysis and SWOT
- Objectives of communication and segmentation of audiences
- Key messages and creative messages
- Strategies and communication actions
- Production of written and oral pieces
- Production of visual pieces
- Production of audiovisual pieces

Recommended reading

León, JL (1989): *Persuasion of the masses. Psychology and effect of socio-political and commercial communications*, Bilbao: Deusto.

Vinogradova, S. and Melnik, G. (2013) "Media Psychology: A new branch of theory in Mass Communication – The problem of psychological protection from adverse Media Impacts". *İstanbul Üniversitesi İletişim Fakültesi Dergisi* 44: 177-187

Bandura, A. (2001). "Social Cognitive Theory of Mass Communication." *Media Psychology*, 3: 3, 265-299 http://dx.doi.org/10.1207/S1532785XMEP0303_03

Williams, K. 2003. *Understanding Media Theory*. London: Arnold.

Inett, P (2003). *Communication Planning for Organizations*. Factsheet n.57.

Castells, M. (Ed.) (2004). *The Network Society: A Cross-Cultural Perspective*. Northampton, MA: Edward Elgar.

Del Rio Pereda, P. (1996). *Psychology in the media of communication: towards the sociocultural audiovisual communication*. Madrid design: Synthesis SA

Lievrouw, LA; Livingstone, S. (Eds.) (2002). *Handbook of new media: Social consequences of ICTs and shaping*. Sage

Cobley, P.; Schulz, P. (Eds.) (2013). *Theories and Models of Communication*. Berlin, Boston: Mouton de Gruyter.

McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. New York: McGraw-Hill.

Joseph A. DeVito (2013). *Essentials of Human Communication. Books a la carte Edition* (8th Edition)

McLeod, SA (2007). "Cognitive Psychology and Information Processing chapters". <http://www.simplypsychology.org>

McLeod, SA (2007). "Visual Perception Theory". www.simplypsychology.org

Gulfiya Zh. Kuchumova, Aknur M. Toleubayeva, Zhainagul S. Beisenova. (2014) "Quantum Aspects in Text Perception". *Mediterranean Journal of Social Sciences*

Daniel Chandler (2014) The 'Grammar' of Television and Film. <http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>