



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2019/2020
MASTER'S DEGREE (MSC)	PUBLIC, CORPORATE AND ADVERTISING COMMUNICATION
SUBJECT	SOCIAL PSYCHOLOGY
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50504-Discipline sociali, informatiche e dei linguaggi
CODE	06120
SCIENTIFIC SECTOR(S)	M-PSI/05
HEAD PROFESSOR(S)	BOCA STEFANO      Professore Ordinario      Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	<b>BOCA STEFANO</b> Thursday 11:30 14:00 dip. Psicologia edificio 15 quinto piano

**DOCENTE:** Prof. STEFANO BOCA

<b>PREREQUISITES</b>	to follow effectively this course, the student must be familiar with the basic issues of the methodology of social sciences
<b>LEARNING OUTCOMES</b>	Knowledge and ability to understand: The student in completing the course will be able to delve into more specific topics using monographs and journals Ability to apply knowledge and understanding: Thanks to the acquired knowledge, the student will be able to participate in the drafting and implementation of psychosocial intervention projects under the guidance of a specialist. Making judgments: The student will be able to independently assess the quality of a project of psychosocial intervention and the robustness of the theoretical foundations of programmed actions. Communication skills: The student at the end of the course will master the specific lexicon of the discipline and hence, he will be able to exchange opinions and suggestions with experts Learning skills: Students will be able, at the end of the course, to go deeper in specific topics of social psychology in an autonomous way
<b>ASSESSMENT METHODS</b>	oral exposition in which the student must show full mastery of all the topics included in the class program. Exam grade will be expressed as a fraction of 30. Students will be asked at least 3 questions regarding topics taken from the suggested volumes and papers or topics of the oral lessons.  The mention "Cum laude" will be attributed only when during the exam students show a level of competence surpassing what is in the suggested books. Students taking part in the creation of a short movie or doc will have to answer only one question during the exam, the rest of the evaluation will be derived from product quality. In particular two dimensions will be assessed: 1) how well the product illustrates the psychosocial topic selected by students and 2) technical quality of the product. Two thirds of the exam grade will be due to the multimedia project
<b>EDUCATIONAL OBJECTIVES</b>	The course is not directed to specialists in social psychology, for this reason the accent will be on what you can "do" with social psychology. In particular we will focus on the role of psychosocial variables in advertising and on intergroup dynamics arising from migration processes.
<b>TEACHING METHODS</b>	The course will be divided into frontal lessons and a platform for distance teaching. Students will be asked to put into practice what they learned by creating a media publishing product. The creation of this product will be monitored during the front lessons. Student's work may consist in a short movie or a documentary. In any case total length must be confined within 10 minutes.
<b>SUGGESTED BIBLIOGRAPHY</b>	Testi consigliati parte generale Boca, S., Bocchiaro, P., Scaffidi Abbate, C. (2010). Introduzione alla psicologia sociale. Il Mulino: BO Il testo può essere sostituito da un qualsiasi manuale della disciplina che tratti gli argomenti affrontati a lezione  parte monografica Depetris, P. G. (2011). Rappresentazioni sociali del corpo. Franco Angeli: Roma

## SYLLABUS

Hrs	Frontal teaching
8	social perception
4	the social Self
8	nature and function of attitudes
8	the psychology of social influence and attitude change
8	prejudice and intergroup relations
6	the social stereotypes
10	cooperation and conflict in intergroup relations
8	the theory of social representation