



**04 Marzo, ore 16.00**

**Webinar in diretta**

***The Cognition of Language and Linguistics in Communicating about COVID-19 - Examining the Psychological Process Affecting How We Communicate about Disease in Global Contexts***

**Keynote speaker: Kirk St. Amant**

docente di Technical Communication presso la **Louisiana Tech University (USA)** e la **University of Limerick**

moderano:

**Giuliana Garzone, IULM, Milano**

**Walter Giordano, Università degli Studi di Napoli Federico II**

**Abstract:**

Communication is based upon different psychological (cognitive) processes that affect how humans share ideas and interpret presentations. Cognitive factors, however, can affect how we perceive and understand messages based on our experiences over time. These factors can lead to misunderstanding in many situations, and they can cause miscommunication when individuals share information across languages and cultures. These cognitive-based problems can increase during a global pandemic when effective international and cross-cultural communication are essential to public safety and public health. In this talk, the speaker will discuss certain cognitive factors affecting human communication. The speaker will also examine how life experiences shape these cognitive processes and create the communication expectations that influence how humans create, perceive, and respond to messages. During the talk, the speaker will examine how these cognitive factors have affected communication about public health during COVID-19. The speaker will also present examples of how an understanding of cognitive-communication factors can help create new approaches to effective public health practices and establish effective methods of health and medical communication across languages and cultures.

**Keynote speaker biosketch:**

Kirk St.Amant is the Eunice C. Williamson Chair in Technical Communication at Louisiana Tech University and is a member of the University's Center for Biomedical Engineering and Rehabilitation Science (CBERS). Kirk serves as the Director of Louisiana Tech's Center for Health and Medical Communication (CHMC) and is also an Adjunct Professor of Health and Medical Communication with the University of Limerick and a Research Fellow in User Experience Design with the University of Strasbourg. He researches how cognition affects usability and design with a focus on international health and medical settings and on international online education. He can be reached at [kirk.stamant@gmail.com](mailto:kirk.stamant@gmail.com)

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