



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Persuasion and communication	

Annotation
Persuasion is an integral part of the science of communication, dealing with relations between two and more groups in society, where one side seeks to convey to others certain constructs of thought. "Persuasive and communication" examines the structure of this process and the technologies used. It analyses different paradigms of persuasion, processes involved in communication processes and issues that are being tackled.

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Part. Doc. Liutauras Ulevičius Other(s): none	Faculty of Communication, Vilnius University, Saulėtekio Av. 9, Vilnius, Lithuania

Study cycle	Type of the course unit (module)
First	Optional

Mode of delivery	Semester or period when the course unit (module) is delivered	Language(s) of instruction
Mixed, face-to-face and online	Autumn	English

Requisites	
Co-requisites (if relevant): English proficiency – level B2	Additional requirements (if any): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	52	78

Purpose of the course unit (module)		
To build understanding about the principles of persuasive communication, its design and management. Develop competence to critically evaluate different communication methods and tools of persuasion employed in different information contexts. Enable students to construct persuasive messages, narratives and use them effectively.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to: (a) analyze communication processes and identify persuasion attempts; (b) critically evaluate such activity; (c) identify structural elements that stimulate audience attitudes, beliefs and emotions; (d) explain behavior of selected audience in relation to persuasion activity; (e) develop effective persuasive messages and narratives.	Lectures (problem-based learning), analysis of audiovisual materials, case studies, discussions, problem solving, presentation and discussion about assignments prepared by students.	Students' achievements will be assessed using a ten-point cumulative assessment system and in accordance with the prescribed criteria for assessing the learning outcomes of the course. The assessment is continuous and takes place throughout the semester and during the examination session. Every topic is covered with a targeted individual task, which is evaluated, and it is added to the final sum. The results of all the practical assessments are added to the mark for the final paperwork on selected issue

		and its defense during the examination session.
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Content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	E-learning	Contact hours, total	Individual work	Assignments
1. Persuasion as part of communication. Theories of persuasion. The theory of planned behavior. The elaboration likelihood model of conscious thinking.	4		2				6	4	Petty, R. E., Cacioppo, J. T., Strathman, A. J., & Priester, J. R. (2005). To Think or Not to Think: Exploring Two Routes to Persuasion Chapter 5, Pages: 83-87. Ajzen I. (1991). The Theory of Planned Behavior Pages: 180-189.
2. Crowd psychology. The principle of crowd unity. The place of the crowd in persuasion processes.	6		2				8	6	Le Bon G. (2002). The crowd: a study of the popular mind Chapters 1-3, Pages: 1-37.
3. The process of persuasion (hierarchy of effects, AIDA model). Input-output factors. Stages of persuasion.	4		2				6		McGuire, W. J. (1984). Public Communication as a Strategy for Inducing Health-Promoting Behavioral Change Pages: 313-318.
4. The theory of "framing". The priming effect. Values communication as a long-term persuasion strategy	6						6	6	Lakoff G. (2014). Don't Think of an Elephant! Part I, Pages: 19-47.

5. Propaganda, manipulation, persuasion: concepts, similarities and differences. The propaganda model.	2		2				4	4	Jowett G.S. (2012). Propaganda and Persuasion (5ed) Pages: 29-50.
6. Persuasion in spoken communication. Storytelling and the main types of plots.	2		2				4		Booker, Ch. (2004) The Seven Basic Plots. Why We Tell Stories Pages: 1-13.
7. Forms of non-verbal communication and types of persuasion.	2		1				3	4	Pease A., Pease B. - The Definitive Book of Body Language (Chapter I) Pages: 7-30.
8. Audience attitudes, beliefs and emotions in persuasive communication.	2		1				3		Walton D. (2007). Media Argumentation. Dialectic, Persuasion and Rhetoric Chapter 2, Pages: 46-90.
9. Persuasive communication strategies in business. Negotiations.	4		2				6		Gosselin T. (2007). Practical Negotiating-Tools, Tactics Techniques Section I, Pages: 19-84.
10. Persuasiveness in media communication: advertising, news, films and entertainment culture. Celebrity cult and the construction of popularity.	2	4	2				6		Lee A.M. (1939). The Fine Art of Propaganda Pages: 26-108.
Practical exercise (selected case study).								54	The requirements are defined in 1-3 topics and the students choose the subject of the research.
Total	32	4	16				52	78	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Case study	50	Before the exam	The student has to choose a specific case of persuasive communication, analyse it and present it to the audience during the seminar. The requirements for the assignment will be presented during the introductory lecture. The student will be assessed on his/her ability to present a critical approach to the problem at hand, to raise questions on the topic, to analyse them and to formulate reasoned explanations based on the scientific literature. The highest mark is 5 cumulative points. Evaluation system: 5 marks: the student has chosen a case reflecting a relevant issue and demonstrated an analytical approach to the problem, has been able to show a logical cause-effect relationship and identify aspects of the process and context

			that enhance the persuasiveness of the argument, has formulated discussion-provoking questions for the audience and has been able to answer the questions. 3 marks: Selected a case reflecting a relevant issue and demonstrated an analytical approach to the problem, was able to show a logical cause-effect relationship and identify aspects of the process and context that enhance persuasiveness, but asked trivial questions for audience discussion and answered questions incompletely or without reasoning. 1 mark: the case chosen did not contribute to the knowledge of the subject and did not require the student to make an intellectual effort to understand the causes of the phenomenon and the extent of the problem; unable to provide a critical perspective on the problem; superficial and unstimulating questions to the audience; not able to answer all the questions posed. 0 marks: the student has not completed the assignment or the assignment has not met the minimum requirements.
Written examination	50	In-session	The exam is written, with a total of 25 open and closed questions. The assessment is based on the accuracy of the answers and the mastery and application of the basic knowledge of the subject. For each question answered correctly and completely, 0.2 points are awarded. The highest mark is 5 cumulative points.
Classroom work	Additional mark	during the semester	The ability to apply a critical approach to solving problems and to use theoretical knowledge to analyse situations is assessed. Identification of practical problems and the reasoning behind their solutions, as well as the ability to debate constructively and express ideas fluently. At the end of the semester, the paper is marked out of 1.

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Le Bon G.	2002	The crowd: a study of the popular mind		Dover Publications, Inc.
Lakoff G.	2004	Don't Think of an Elephant!		Chelsea Green Publishing
Petty, R. E., Cacioppo, J. T., Strathman, A. J., & Priester, J. R.	2005	Persuasion: Psychological insights and perspectives		Sage Publications, Inc.

Walton D.	2007	Media Argumentation Dialectic, Persuasion and Rhetoric		Cambridge University Press
Weintraub Austin E., Pinkleton B.E. (ed.)	2015	Strategic public relations management: planning and managing effective communication programs		Routledge
Rice R.E., Atkin C.K.	1999	Public Communication Campaigns		Sage
O'Shaughnessy J., O'Shaughnessy N.J.	2004	Persuasion in advertising		Routledge
Pease A., Pease B.	2004	The Definitive Book of Body Language		Pease International
Groseclose T.	2011	Left Turn – How Liberal Media Bias		First St. Martin's Press
Rybacki K.C., Rybacki D.J.	2012	Advocacy and Opposition An Introduction to Argumentation		Pearson
Dillar J.P., Shen L. (ed.)	2013	The SAGE Handbook of Persuasion		Sage
Tindale Ch.W.	2015	The Philosophy of Argument and Audience Reception		Cambridge University Press
Zhang L., Clark C. (ed.)	2019	Affect, Emotion, and Rhetorical Persuasion in Mass Communication		Routledge