



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Persuasion and Communication	

Academic staff	Core academic unit(s)
Coordinating: Genevė Mantri	Vilnius University, Faculty of Communication Saulėtekis ave. 9, 1st building, LT-10222 Vilnius, Lithuania
Other:	

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Contact	Autumn	English

Requisites	
Prerequisites: English proficiency – level B2	Co-requisites (if relevant): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	36	94

Purpose of the course unit		
To build and foster an understanding about the principles of persuasion, how arguments and tools are designed and constructed. Develop competence to critically evaluate different methods of communication and tools of persuasion employed in different contexts. Enable students to construct persuasive messages, narratives and learn to use them effectively.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will be able to: (a) analyze how individuals and organizations seek to communicate and recognize methods of persuasion; (b) analyze and evaluate its effectiveness; (c) recognize how audience attitudes, beliefs and emotions are formed and developed; (d) explain how views are developed; (e) develop and use effective persuasive messages and narratives.	Lectures (using case studies and problem-based learning), analyze advertising, reels and other audiovisual materials, use of case studies, discussions, analytical problem solving, presentations and discussion about assignments prepared by students.	The assessment is continuous and takes place throughout the semester and during the examination session. Every topic will be covered by targeted individual tasks, which will be evaluated, and it added to the final mark. The results of all the practical assessments are added to the mark for the final paperwork on the issue. The material will be continually assessed throughout the semester and during the examination session. Each topic will be evaluated

		with a corresponding task, 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	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. How to tell a story. The origins of how and why we tell we tell stories? How we structure speech and drama. What rules do you have to follow? How do we use these rules today?	2		2				1		Aristotle, Rhetoric p3-20 The Poetics p3-27
2. What is the difference between Persuasion and Manipulation? What role does ethics play in persuasion	1		2				2		Machiavelli N, The Prince p123-131
3. Frames and Lenses. How do we seek to persuade and what tools do we use?	3	2	2				5		Cialdini, P. Influence: The Psychology of Persuasion p1-22 Carnegie, D. How to Win Friends and Influence People p87-98 Gladwell, M. Blink p3-16 Talking to Strangers p17-27
4. What are Heuristics? Do we make choices or do choices shape us?	3		2				5		Lewis, M. The Undoing Project p189-208 Kahneman, D. Thinking Fast and Slow p234-244
5. Group think, advertising and the power of preception How do we price something right in the market of ideas, goods and services? Individual perception and cognition and the power of groups	2		2				2		Surowiecki, J Wisdom of Crowds, Sutherland, R. p23-39

									Alchemy, The Dark Art and Science of Creating Magic p30-45
Authoritarian rule- Eastern Europe, Stalin's and the role of lies, and misinformation. The rise of Putin	2		2				2		Orwell, G. 1984 Chp 1 -2. Animal Farm p1-22
6. Spies, Lies, Disinformation and Deceit	1		1				1		McIntyre, B. A Spy Among Friends. p79-89 Le Carre, J. The Pigeon Tunnel p53-62
7. Challenges of the modern era, dystopia, disinformation and the rise of AI. How have politicians sought to challenge the narrative and offer alternate futures?	2	2	2				2		Naim, M. The Revenge of Politics p1-28
Total	16	4	16				36	36	94

Assessment strategy	Weight %	Deadline	Assessment criteria
Case Study	50	Before the exam	The student will choose a specific case of persuasion, analyse it and present it to the class during the seminar. The requirements for the assignment will be presented during the introductory lecture. The case will be assessed on the critical approach to the problem, questions it highlights, the analysis and well reasoned explanations based on the readings. 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 exam	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.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Aristotle		The Poetics Rhetoric		
Cialdini		Influence: The Psychology of Persuasion		Harper Business
Recommended reading				
Machiavelli		The Prince		<u>Machiavelli, The Prince.pdf</u>
Dale Carnegie		How to Win Friends and Influence People		Essential Business Classics
Michael Lewis		The Undoing Project		W.W. Norton & Company
Daniel Kahneman		Thinking Fast and Slow		Penguin
James Surowiecki		The Wisdom of Crowds		Anchor Books
Rory Sutherland		Alchemy, The Dark Art and Science of Creating Magic		Mariner Books
George Orwell		1984 Animal Farm		Mariner Books Classics
Malcolm Gladwell		Blink Talking to Strangers		Little, Brown and Company
Moses Naim		The Revenge of Power		St Martin's Press

NOTE: Including Open Educational Resources in the reading list is recommended