



APPLIES TO ACADEMIC YEAR 2010/2011

## PRK 3523 Persuasion in theory and practice

### Programme

Bachelor in Public Relations (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

The course gives a basic introduction to research on influence and persuasion, and knowledge about how the theories have been applied. The course has an ethical component.

### Learning outcome

#### Knowledge outcomes:

On completing the course, students should be able to understand and explain the main concepts and models of influence and persuasion, and conscious and unconscious processes underlying persuasion. Additionally, students should understand ethical dilemmas of persuasion.

#### Skills outcomes:

On completing the course, students should be able to apply theories and models on mass media persuasion and the effects of the mass media to analyze communication messages. Students should be able to analyze ethical dilemmas in PR.

#### Attitudinal outcomes:

On completing the course, students should understand the complexities of reaching persuasion objectives, and be able to raise critical questions and reflect on influence and persuasion.

### Prerequisites

None

### Compulsory reading

#### Books:

Gass, Robert H. and John S. Seiter. 2010. Persuasion, social influence and compliance gaining. 4th ed. Boston : Pearson

#### Collection of articles:

Magne Martin Haug (red.). 2011. PRK 3523 Overtalelse i teori og praksis. Handelshøyskolen BI - Institutt for kommunikasjon, kultur og språk

### Recommended reading

#### Books:

Cialdini, Robert B. 2009. Influence : science and practice. 5th ed. Boston, Mass. : Pearson/Allyn and Bacon

### Course outline

Conscious and unconscious processes in decision-making  
Theories and research on influence and persuasion  
Research on the phases in communication  
The application of persuasion theory  
Ethics of influence and persuasion in PR

### Computer-based tools

Internet access

### **Learning process and workload**

The course is implemented as class room teaching and group assignments. The course is theoretical, with a practical component where students train the use of theory in the analysis of media messages.

<b>Activity</b>	<b>Use of hours</b>
Attending lectures	39
Preparation for lectures	45
Work on group assignments	45
Self study / reading of curriculum / preparations for exams	71
<b>Total use of hours recommended</b>	<b>200</b>

### **Use of hours**

#### **Coursework requirements**

During the term we will go through three cases. All students have to answer the cases in writing, individually or in groups of up to three students. The cases will be judged passed or failed. The cases have to be handed in to specific time. Some of the cases will be used for presentation in the classroom. All three cases have to be approved before taking the final written examination at the end of the term.

#### **Examination**

4 hours individual written exam at the end of the course.

#### **Examination code(s)**

PRK 35231 Written exam, counts 100 % for the grade in the course PRK 3523 Persuasion in theory and practice, 7,5 credits

#### **Examination support materials**

None.

#### **Re-sit examination**

Make up exam every term.

Students that have not passed the coursework requirements must retake the cases at the next scheduled course.

Students that have not passed the written exam or who wish to improve their grade must retake the exam in connection with the next scheduled examination.

#### **Additional information**