



APPLIES TO ACADEMIC YEAR 2011/2012

PRK 3523 Persuasion in theory and practice

Programme

Bachelor in Public Relations (2. year)

Responsible for the course

Magne Martin Haug

Department

Department of Communication - Culture and Languages

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.

Reflection

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., John S. Seiter. 2011. Persuasion, social influence and compliance gaining. 4th ed. Pearson/Allyn & Bacon

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. 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 classroom teaching and group assignments. The course is theoretical, with a practical component where students train in the use of theory in the analysis of media messages. Case submissions are to be presented in class.

Coursework requirement

During the term two cases will be discussed. All students have to submit two cases in writing, individually or in groups of up to three students. The case submissions will be graded accepted/not accepted. The cases have to be handed in at a specified time. It may, however, for reasons of time, be necessary to select some cases for presentation. All students must prepare class presentations. Attendance during presentations is compulsory. Both case submissions, with presentations, have to be approved for a student to be admitted to take the final written examination at the end of the term.

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

Use of hours

Lectures: 39 hours, of which 8 will be used to the presentation of two cases in class. 6 hours for evaluation of work requirements that are two submissions with feedback in class.

Coursework requirements

To be allowed to sit for final exam, students must submit two cases in writing, individually or in groups of up to three students. The casesubmissions will be graded accepted/not accepted after presentations in class. See Learning process and workload.

Examination

A 4-hour individual written examination concludes the course.

Examination code(s)

PRK 35231 Written examination, counts 100 % towards the grade in the course PRK 3523 Persuasion in Theory and Practice, 7,5 credits

Examination support materials

No support materials allowed.

Re-sit examination

A re-sit is offered every term.

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

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

Additional information