



APPLIES TO ACADEMIC YEAR 2014/2015

PRK 3508 Influence and persuasion

Programme

Bachelor of PR and Market Communication (2. year)

Responsible for the course

Christian Fieseler

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian and english

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. 2014. Persuasion : social influence and compliance gaining. 5th ed, International ed. Pearson

Collection of articles:

Gerhard E. Schjelderup. 2014. Overtalelsesforskning. Handelshøyskolen BI

Recommended reading

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.

Activity	Use of hours
Attending lectures	45
Preparation for lectures	55
Self study / reading of curriculum / preparations for exams	100
Total recommended use of hours	200

Use of hours

Lectures: 45 hours.

Coursework requirements

Examination

A 4-hour individual written examination.

Examination code(s)

PRK 35081 - Written examination, accounts for 100 % of the final grade in PRK 3805 Influence and persuasion , 7,5 credits.

Examination support materials

None.

Re-sit examination

Next time the course runs

Additional information