



APPLIES TO ACADEMIC YEAR 2014/2015

## PRK 3523 Persuasion in theory and practice - RE-SIT EXAMINATION

### Programme

Bachelor of Public Relations (2. year)

### Responsible for the course

Magne Martin Haug

### Department

Department of Communication and Culture

### 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. Th

### 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. Kn

#### 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. Ski

#### 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. Ref

### Prerequisites

None

### Compulsory reading

#### Books:

Gass, Robert H., John S. Seiter. 2014. Persuasion, social influence and compliance gaining. 5th ed. Boston: Pearson

#### Collection of articles:

Magne Martin Haug (red.). 2011. Artikkelsamling 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.

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coursework requirement (last time spring 2014)

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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.

Dur

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
<b>Total recommended use of hours</b>	<b>200</b>

### 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.

### 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

This course was lectured for the last time spring 2014. Re-sit exam will be offered autumn 2014 and last time spring 2015.

### Additional information