

METHODS AND FORMS OF PERSUASIVE COMMUNICATION**COURSE:** FIRST**SEMESTER:** FIRST**TYPE:** COMPULSORY**CREDITS:** 3**LANGUAGE:** ENGLISH**PROFESSOR:** [DRA. MAYYA LEVKINA](#)**OBJECTIVES:**

This course examines fundamental principles of persuasive oral and written communication with emphasis on logical development, documentation and delivery. Students will learn how to become a more skillful and effective persuader, a more critical listener and a responsible receiver of persuasive communications.

Persuasion theories will be studied to strengthen each student's writing, speaking and critical thinking abilities, and to raise important questions on humans' use of language in the pursuit of persuasion. Additionally, persuasion theory will be used by students to understand the contexts in which messages are produced, disseminated, and interpreted. By the end of this course students will be able **to analyze the key components in the rhetorical contexts, to identify common problems in others' arguments and develop a persuasive communication in both public and private contexts.**

COMPETENCES:**BASIC**

- **CB2** Students can apply their knowledge and professional skills in the workplace and have necessary skills that can be demonstrated when they engage in developing and defending arguments and solve problems in their area of study.
- **CB3** Students can collect and interpret relevant data (appropriate to their discipline) in order to critically evaluate arguments and evidence, including a reflection on social, scientific and ethical aspects.
- **CB4** Students can communicate information, ideas, problems and solutions to general and specialized audience.

GENERIC

- **CG1** Students gain linguistic skills and can express themselves accurately and effectively in different oral and written communication situations, in languages typical of their community and in English.
- **CG3** Students can work in contexts which respect human rights, gender equality and cultural differences, and they can adopt these values in the workplace.
- **CG6** Students can solve problems, design strategies and evaluate the repercussion of the proposed solutions from theoretical and practical perspectives offered by Social Science.
- **CG7** Students can critically assess opinions, situations and behaviors, including those which are typical of their work environment.

SPECIFIC

- **CE1** - Students can spot market opportunities and new communication tendencies by using appropriate methodologies in commercial and market research.
- **CE3** - Students learn to interpret the legal framework of communication, professional ethics and deontology in marketing, advertisement and public relations, being able to apply it to companies related to those ambits.
- **CE6** - Students can listen, negotiate, persuade and communicate effectively (in various oral and written formats), applying methods typical of the business environment, such as preparing and presenting reports on specific situations in the fields of Advertising and Public Relations.

LEARNING OUTCOMES

By the end of this course, students who successfully complete the subject will be able to:

- **R2** - Express themselves naturally and efficiently in front of the camera and microphone.
- **R11** - Deal skillfully with complex situations or situations which require developing new solutions, both in academic and professional contexts within their discipline.
- **R12** - Show capacity to collect and interpret data and information in order to generate conclusions, including (if necessary or appropriate) a reflection on social, scientific or ethical aspects within their discipline.

CONTENTS:**1. Introduction to persuasion**

- Definition of persuasion and main reasons to study it
- Definition of rhetoric
- Main components of communication: sender, receiver, channel, message etc.
- Rhetoric in politics, religion, advertising and PR
- The Ethics of Persuasion

2. History of Rhetoric

- Beginnings of rhetoric: Greece
- Roman rhetoric
- Historical evolution of rhetoric: from Middle Age through the XIX century
- Rhetoric in the XX century and nowadays

3. Theory of rhetorical communication

- Persuasion: objectives and strategies
- Genres of rhetorical communication
- Rhetorical communication criteria

4. Structure of speech

- Phases in the elaboration of the speech
- Inventio or searching ideas
- Dispositio or adequate organization of parts

- Elocutio or verbal formulation
- Memorization of the speech
- Presentation

5. Contents of the speech

- Denotative, Connotative and Functional Axis of Words
- Rhetorical resources (i.e. Positioning, repetition, amplification, omission and appellation figures)
- Rhetorical tropes (e.g. allegory, irony, metaphors, metonymy, personification, etc.)
- Narratives and storytelling

6. Complements of the speech. Verbal and Nonverbal Support.

- Public speaking
- Making Pictures: Nonverbal Communication
- Presentations and Audio-Visual Technologies
- Expanded Channels

7. Usage of rhetorical resources in advertisement

- Approximation to advertisement
- Concept of propaganda
- Typology according to support, target, focus and design
- Dimensions of the ad

- Phases of advertisement speech
- Market Research
- Advertising strategies and tactics: companies as histories makers

EVALUATION SYSTEM:

There will be a **mid-term exam (20%)** and an **end-of-term exam (30%)**. The remaining 50% of the final grade will come from an **in-class group debate (10%)**, an **oral presentation and its script (20%)** and an **in-class video-recorded pitch (10%)**. The instructor will take into account the progression of the student during the course. The teacher will consider the progress of each student individually.

Area	Weight
I. Mid-term written test (susceptible de recuperación)	20%
II. End-of-term exam (susceptible de recuperación)	30% Minimum required: 50%
III. Continuous assessment	50% Minimum required: 50%
a) Group debate (mandatory, NO RECUPERABLE)	15%
b) Script and oral presentation (mandatory, NO RECUPERABLE)	20%
c) In-class video-recorded pitch (mandatory, NO RECUPERABLE)	15%
Total	100%

NOTE 1: In order to pass the course, students must get a minimum of 50% on the end-of-term exam and are required to get a minimum of 50% for the continuous assessment tasks.

NOTE 2: If the student does not show up for any written or oral test (**with no exception**) during the whole course with **no written valid and accepted justification**, he / she will **NOTE:** be given the possibility to re-sit the exam. **All documents justifying any unforeseen circumstances (i.e. force majeure) must be handed in to the Coordinación or Tutoría Académica for consideration.**

Additionally, no late delivery will be accepted **with no written justification (i.e. force majeure)** which must be submitted to the Coordinación or Tutoría Académica for consideration. If justification was provided and accepted by the Coordinación or Tutoría Académica, the students will sit the exam on the complementary date and they will still keep another examination sitting, so that in case of failing the exam, another day would be arranged to re-sit the exam before the last day to record grades.

NOTE 3: The student who has not attended a minimum 80% of classes within a week before the mid-term or final exams will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she obtained at least 50% of the continuous assessment total score.

NOTE 4: Spelling mistakes will subtract 0.1 points. If the student makes more than 20 mistakes, the teacher will stop correcting.

**The recovery exams will be during the week between January 27th and February 7th of 2020.*

METHODOLOGY:

This course combines theoretical notions with substantial practice to help students learn key concepts as well as apply them to their persuasive communication. Students are expected to show initiative and motivation and to regularly attend the sessions as the essential part of the course consists of group discussion and in-class work.

The course includes a series of lectures, interactive tasks, role play activities, directed and self-managed readings, individual research and group/individual analysis of case studies.

Additionally, during the hours of personal work, the students are expected to make a final project. There will also be a number of individual activities to carry out at home. Students need to keep in mind that a considerable time commitment is needed to complete the academic requirements of this subject, so it is important to plan the workload in advance.

BIBLIOGRAPHY:

- CIALDINI, R. B. (2006). *Influence: the psychology of persuasion*. Harper.
- EKSVARD, E. (2017). *Read My Lips. Rhetoric and the Power of Persuasion*. LID Publishing.
- HEATH, C. & HEATH, D. (2007). *Made to Stick: why some ideas survive and others die*. Random House.
- HOLIDAY, R. (2013). *Trust me, I'm lying: Confessions of a media manipulator*. Portfolio Penguin.

- LARSON, C. (2012). *Persuasion: Reception and responsibility*. Cengage Learning.
- OGILVY D. (2007). *Ogilvy on advertising*. Folio

Actividad	Evaluación	Competencias RA que se evalúan	Condicionante	Dedicación
Video pitch Los estudiantes preparan un video - pitch que presentan en clase	15%	Competencias: CE6 + CB3 + CB4 + CG1 + CG6 + CE1 + CE6 Resultados de aprendizaje: R2	Individual Presentación obligatoria en la fecha estipulada No recuperable	7,5 horas
Group debate Cada grupo (3-4 estudiantes) preparan la información y los argumentos sobre un tema para debatirlo en clase.	15%	Competencias: CE1 + CE3 + CE6 + CB2 + CB3 + CB4 + CG2 Resultados de aprendizaje: R11 +R12	En grupos de 3 a 4 personas Presentación obligatoria en la fecha estipulada No recuperable	7,5 horas
Script and oral presentation Cada estudiante prepara un discurso final aplicando las técnicas de retórica y persuasión estudiadas en clase. Constará de una parte oral y una parte escrita (el diseño de la presentación y las referencias bibliográficas)	20%	Competencias: CB2 + CB3 + CG1 + CG6+CG7+CE6 Resultados de aprendizaje: R2	Individual Presentación y entrega obligatorias en la fecha estipulada No recuperable	15 horas
Mid-term exam Preguntas teóricas y actividades prácticas	20%	Competencias: CB2 + CB3 + CB4 + CG3+CE3+CE6 Resultados de aprendizaje: R11	Individual Examen en la fecha estipulada Recuperación en complementaria siempre y cuando el estudiante haya efectuado el correcto seguimiento del resto del	20 horas
Final exam Preguntas teóricas y actividades prácticas	30%	Competencias: CB2 + CB3 + CB4 + CG3+CE3+CE6 Resultados de aprendizaje: R11	Individual Examen en la fecha estipulada Recuperación en complementaria siempre y cuando el estudiante haya efectuado el correcto seguimiento del resto del	30 horas
Horas de clase				30
Total horas dedicación				80