



Bachelor's courses Faculty of Humanities

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2019-2020

Persuasive Communication

Course code	L_AABACIW110 ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	Faculty of Humanities
Coordinator	A. Boeynaems MA
Examinator	A. Boeynaems MA
Teaching staff	T. Groot Kormelink MA, A. Boeynaems MA, A.P.C.I. Hong MA
Teaching method(s)	Lecture, Seminar
Level	100

Course objective

To acquire knowledge of prominent theories of persuasive communication;
To acquire knowledge about the role of message design in persuasion;
To learn how to analyze and critically review theoretical models of attitude change;
To learn which methods are used in conducting research of persuasive communication;
To analyze and assess examples of communicative messages and strategies.

Course content

In this course, students will be introduced to theoretical models of persuasive communication. In most of these theories, someone's attitude change is the goal of the communicator, and the process of persuasion involves communicating a message that appeals to targeted people to (gradually) change their state of mind. Many different strategies exist, and choosing a strategy depends on many circumstances: communicative goal, societal domain (e.g., public information or commercial advertising), channel of communication, message type, message content, and message design. Theoretical models are introduced and demonstrated, and in individual assignments cases of persuasion are studied that students may find in their own cultural background. The assignments will make a critical review of theoretical models possible. Political communication, and the role of language in politicians' strategies to convince audiences, will receive special attention in this course.

Form of tuition

During six weeks, two two-hour lectures will be given per week as well as one two-hour seminar. Assignments will be made in the seminar groups, to get more insight and to prepare for the exam.

Type of assessment

Assignments (20%) and written exam (80%). Both have to be graded minimally 5.5 in order to pass the course.

Course reading

Gass, R. H. & Seiter, S. (2018). Persuasion. Social influence and compliance gaining. 6th (international) edition. Abingdon, GB: Routledge. ISBN 9780367196141. Please be sure to order the international edition; the American one is twice as expensive.
Research articles to be announced.

Target group

First year students of the BA program Communication and Information Studies, except for students in the track Language Learning and Language Teaching. This course is open to exchange students.