

Persuasive Communication (A704163)

Course size	<i>(nominal values; actual values may depend on programme)</i>		
Credits 3.0	Study time 90 h	Contact hrs	30.0 h

Course offerings and teaching methods in academic year 2023-2024

A (semester 2)	Dutch	Gent	lecture independent work
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Lecturers in academic year 2023-2024

Claeys, An-Sofie	LW22	lecturer-in-charge
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Offered in the following programmes in 2023-2024

	crdts	offering
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, French)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, English, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, French, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, French, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, French, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, French, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, French, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, German, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, German, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, German, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages (main subject Dutch, German, Turkish)	3	A

Teaching languages

Dutch

Keywords

Communication, persuasion

Position of the course

This is an introductory course that aims to offer students an overview of the most important theories and principles in persuasive communication. The course offers a theoretical background in persuasive communication, that students can build upon in future courses about specialized communication areas. They will also begin to apply theories about persuasive communication in the practice of diverse disciplines related to communication (e.g., corporate communication, marketing communication, copywriting, political communication, health communication). Throughout the course, students learn how language can affect the persuasiveness of a diversity of messages.

Each day, people and organizations try to influence our attitudes and opinions through persuasive communication efforts. A persuasive message can impact our attitudes about politicians, organizations, people, products and health matters. These changing attitudes might ultimately affect our behavior. The theories, concepts and principles that are discussed in this course can be used by students to increase the effectiveness of their communication efforts. The course therefore aims to provide students with a broad theoretical basis, but leaves enough room for practical applications and interaction.

Contents

This course discusses important basic principles of persuasive communication, such as cognitive dissonance and dual process theories. Students will also be taught principles of interpersonal influence. People, for example, attach more value to information that is scarce or difficult to obtain, and they will more easily respond favorably to a request from someone who granted them a favor before. These are principles that we experience ourselves each day in corporate and marketing communication. Throughout this course, students learn to recognize, understand, and apply them. They also learn how influence and persuasion can affect group decisions and what phenomena like groupthink mean. We will also discuss how communication can affect our health behavior, both in the context of large campaigns and interactions with individual health workers. When we turn to mass media, we discuss how priming can explain how mass media determine to what topics and problems we attach more or less importance. Finally, throughout this course a connection will be made between persuasion and language. We discuss, among others, why narratives can be so convincing in diverse contexts, what the effects of hedges and pledges are, and the persuasive impact of diverse components of language (e.g., language intensity). That way, students learn to use language to communicate in a convincing manner.

Initial competences

The general competences that can be expected after successfully completing Bachelor 2.

Final competences

- 1 Having a command of Dutch at professional native speaker level in terms of comprehension, oral and writing skills.
- 2 Having basic knowledge and understanding in supporting sciences and applying it to the interpretation of text.
- 3 In Dutch, reporting on research in applied language studies, tailored both to peers in an academic register and to lay people in a more general register.
- 4 Based on scientific knowledge, thinking and reasoning analytically and creatively and based on this, solving unfamiliar, complex problems.
- 5 Adequately interpreting, analyzing and assessing written and oral communication, including messages of a specialised nature.
- 6 Expressing oneself in complex, communicative situations in the studied languages appropriate to the purpose, target group and media.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Guided self-study, lecture, online lecture

Extra information on the teaching methods

Lectures

Online Lectures

Guided self-study: Process recorded knowledge clips, academic articles and/or cases from practice independently.

Learning materials and price

Hand-outs.

Ufora: Online documentation and cases.

Estimated cost: 0 EUR

References

Brock, T. C., & Green, M. C. (Eds.). (2005). *Persuasion: Psychological insights and perspectives*. Sage.

Fannes, G., & Claeys, A.-S. (2022). Putting empathic feelings into words during times of crisis: The impact of differential verbal empathy expressions on organizational reputation. *Public Relations Review*, 48(2), Article 102183. <https://doi.org/10.1016/j.pubrev.2022.102183>

Hosman, L. A. (2002). Language and persuasion. In J. P. D. & M. P. (Eds), *The Persuasion Handbook* (pp. 371-390). Sage.

Course content-related study coaching

Interactive support via UFORA and during classes. Individual and collective feedback during classes, via e-mail or via UFORA

Evaluation methods

end-of-term assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation**Possibilities of retake in case of permanent evaluation**

not applicable

Extra information on the examination methods

The written exam consists of half multiple choice questions and half open questions.

Calculation of the examination mark

Combination of multiple choice questions (50%) and open questions (50%).

Facilities for Working Students

Absence is allowed. Supporting teaching material is available (i.e., slides, recordings and/or livestreams, knowledge clips and literature).