

## Persuasive Communication (A704163)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**

**Study time 90 h**

**Course offerings and teaching methods in academic year 2024-2025**

A (semester 2)

Dutch

Gent

lecture

independent work

**Lecturers in academic year 2024-2025**

Claeys, An-Sofie

LW22

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

**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, Language Technology)

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, Language Technology)

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, Language Technology)

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. 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**

Lecture, Independent work

## **Extra information on the teaching methods**

Lectures

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

### **Study material**

Type: Handbook

Name: Persuasion: Psychological Insights and Perspectives

Indicative price: Free or paid by faculty

Optional: yes

Language : English

Available in the Library : Yes

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

Type: Reader

Name: Reader

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

### **References**

#### **Course content-related study coaching**

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

#### **Assessment moments**

end-of-term assessment

#### **Examination methods in case of periodic assessment during the first examination period**

Written assessment with open-ended questions

#### **Examination methods in case of periodic assessment during the second examination period**

Written assessment with open-ended questions

#### **Examination methods in case of permanent assessment**

#### **Possibilities of retake in case of permanent assessment**

not applicable

#### **Calculation of the examination mark**

#### **Facilities for Working Students**

Absence is allowed. Supporting teaching material is available (i.e., slides, for part of the lectures recordings, knowledge clips and literature).