

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

PERSUASION STRATEGIES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PERSUASION STRATEGIES	HR2252550	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Şifa ELCİL				
Name of Lecturer(s)	Assist.Prof. Şifa ELCİL				
Assistant(s)	Dr. Şifa ELCİL				
Aim	The aim of this course is having a knowledge of persuasion concept and persuasion process, the place of persuasion in the strategic communication process, persuasion process in corporate and social communication.Attendance to 70% of the course is compulsory.				
Course Content	This course contains; The concept of persuasion,Communication and persuasion,The historical development of the bell, Interpersonal communication, group communication and persuasion,The place of sympathy in corporate communication,Leadership, motivation and persuasion,Personality traits and personality traits.,Persuasion theories,Persuasion theories 2,Persuasion process and persuasive obstacles to the process.,Resistance to baptism,The use of persuasion techniques in political communication. Examination on case studies.,Case study analysis,Case study analysis.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
At the end of this course, the student will;1.Understand the importance of persuasion.2.Understand the importance of persuasion in effective communication.3.Determine the importance of persuasion in corporate communication management.4.Understand the value of persuasion in social communication.5.Internalizes practices aimed at persuasion and manipulation.			10, 13, 16, 19, 9	A, E	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	The concept of persuasion	Lecture notes			
2	Communication and persuasion	Lecture notes			
3	The historical development of the bell	Lecture notes			
4	Interpersonal communication, group communication and persuasion	Lecture notes			
5	The place of sympathy in corporate communication	Lecture notes			
6	Leadership, motivation and persuasion	Lecture notes			
7	Personality traits and personality traits.	Lecture notes			
8	Persuasion theories	Lecture notes			
9	Persuasion theories 2	Lecture notes, homework			
10	Persuasion process and persuasive obstacles to the process.	Lecture notes, homework			
11	Resistance to baptism	Lecture notes, homework			
12	The use of persuasion techniques in political communication. Examination on case studies.	Lecture notes, homework			
13	Case study analysis	Case study			
14	Case study analysis	Case study			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1.	Cengiz ANIK, Siyasal İknâ, Vadi Yayınları, Ankara .
2.	Ahmet Haluk YÜKSEL, İknâ Edici İletişim, Anadolu Üniversitesi Yayınları No:94, Eskişehir.
3.	Robert B. CIALDINI, İknânın Psikolojisi, MediaCat, İstanbul
4.	Reha Oğuz TÜRKKAN, İknâ ve Uzlaşma Sanatı, Hayat Yayınları,İstanbul.