



University of Nicosia, Cyprus

Course Code COMM 344	Course Title Persuasion and the Media Culture	ECTS Credits 6
Department Communications	Semester Fall	Prerequisites
Type of Course Major Requirement	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer Faculty
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Explore the ways in which we are persuaded by and through the mass media.
- Analyse various theoretical and conceptual perspectives.
- Develop an enriched understanding of the main concepts and ideas that dominate in discussions on media and persuasion.

Learning Outcomes:

1. Acquire knowledge of theories of Persuasion and Media and be able to engage in relevant discussions.
2. Understand early Rhetorical Theory
3. Understand those qualities of the Photographic Image that render it more persuasive than other media.
4. To acquire knowledge on Semiotics and be able to use relevant conceptual tools.
5. Understand that Journalism and Photojournalism can be highly subjective and persuasive processes.
6. Understand how Advertising Persuades
7. Acquire knowledge relevant to Political Persuasion

Course Contents:

1. Persuasion and Propaganda
2. Theories of Persuasion and Media
3. Rhetorics
4. The Photographic Image and Persuasion
5. Photojournalism – Case Studies
6. Semiotics
7. Journalism and Persuasion
8. Advertising and Persuasion
9. Political Persuasion

Teaching Methods:

Formal lecturing, Discussions, Cases, Visual presentations.

Assessment Methods:

Essays, Final examination.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Larson, CU	Persuasion: reception and responsibility	Wadsworth	1998 8 th edition	
Notes and handouts from lecturer				

Recommended Reading

Authors	Title	site
Streeter, T	Semiotics & advertising course requirement - this will be studied in class for semiotic analysis	http://www.uvm.edu/~tstreete/semiotics and ads/index.html