

COMM-315 : Persuasion

An introduction to major theories and key concepts of persuasion. Using both social science and rhetorical criticism students will learn how individuals/social movements/institutions create, adapt, and respond to persuasive messages. Students will evaluate the effectiveness of persuasive appeals based on the rhetorical situation. Throughout the course students will consider the ethical implications of persuasive strategies and contexts.

Credits 3

Term Offered

Spring Only

Session Cycle

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Grade Scheme

BC