



UNIWERSYTET
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W POZNANIU

Persuasive communication with elements of rhetoric

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2024/25
Speciality -		Subject code 09GLCS.12KU.02907.24
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English
Study level First-cycle programme		Course type Elective
Study form Full-time		Block Complementary major subjects
Education profile General academic		
Subject coordinator	Emilia Wąsikiewicz-Firlej	
Lecturer	Emilia Wąsikiewicz-Firlej	
Period Semester 2	Activities and hours • Lecture: 30, Graded credit	Number of ECTS points 4

Goals

Code	Goal
C1	This course is an introduction to the theory and practice of persuasive communication with elements of rhetoric. It is designed to equip students with knowledge, skills and social competences to: understand and apply knowledge of persuasion theory and research;
C2	analyze persuasive messages in society to become more critical and reflective recipients and sources of persuasive messages;
C3	understand the role of ethics in persuasive communication;
C4	observe and critique the effectiveness of persuasive strategies.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	has basic knowledge of the theory of persuasive communication and is familiarised with the field's basic concepts and terminology	GLC_K1_W04, GLC_K1_W08	Written colloquium, Project
W2	understands and explains mechanisms of persuasion and the role of language and non-language resources in this process	GLC_K1_W04, GLC_K1_W08	Written colloquium, Project
W3	has basic knowledge of the theory of rhetoric and is familiarised with basic rhetorical concepts and terminology	GLC_K1_W04, GLC_K1_W08	Written colloquium, Project
Skills - Student:			
U1	identifies, analyses and critically interprets various forms of persuasive communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U06, GLC_K1_U07	Written colloquium, Project
U2	analyses and explain different rhetorical devices used in public discourse	GLC_K1_U01, GLC_K1_U02, GLC_K1_U06, GLC_K1_U07	Written colloquium, Project
U3	uses appropriate terminology when referring to/discussing various aspects of persuasive communication	GLC_K1_U07, GLC_K1_U09	Written colloquium, Project
Social competences - Student:			
K1	is ready to update and develop their knowledge, skills and competences related to persuasive communication	GLC_K1_K01, GLC_K1_K02	Written colloquium, Project
K2	is sensitive to ethical issues related to ethical aspects of persuasive communication and rhetoric in professional contexts	GLC_K1_K06	Written colloquium, Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining persuasive communication	W1, W2, W3, U1, U2, U3	Lecture
2.	Cognitive models of persuasion	W1, W2, W3, U1, U2, U3	Lecture
3.	Persuasion and classical rhetoric	W1, W2, W3, U1, U2, U3	Lecture
4.	Source characteristics	W1, W2, W3, U1, U2, U3	Lecture
5.	Message factors: Rational and emotional appeals	W1, W2, W3, U1, U2, U3, K2	Lecture
6.	Audience characteristics	W1, W2, W3, U1, U2, U3	Lecture
7.	Patterns of argumentation	W1, W2, W3, U1, U2, U3	Lecture
8.	How to compose an argument	W1, W2, W3, U1, U2, U3, K2	Lecture

No.	Course content	Subject learning outcomes	Activities
9.	Verbal and nonverbal aspects of delivering persuasive speeches	W1, W2, W3, U1, U2, U3, K1, K2	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture, Discussion, Work with text, Case study, Audio and/or video demonstrations, Activating method - SWOT analysis

Activities	Credit conditions
Lecture	<ul style="list-style-type: none"> - attendance is not obligatory, - preparation of one project (individual/group) on a selected topic and obtaining a positive grade - on the course completion, students take a written colloquium (close-ended and open-ended questions, short writing tasks – analysis and interpretation); pass mark for the colloquium (min. 60%) - students can retake the final written colloquium only once. <p>Grading scale:</p> <p>92-100% - very good (5,0)</p> <p>84 -91,9% - good plus (4,5)</p> <p>76-83,9% - good (4,0)</p> <p>68-75,9% - satisfactory plus (3,5)</p> <p>60-67,9% - satisfactory (3,0)</p> <p>0-59,9% - unsatisfactory (2,0)</p>

Literature

Obligatory

1. Pratkanis, A., Aronson, E. 1997. Age of propaganda. The everyday use and abuse of persuasion. New York: W.H. Freeman and Company.
2. Sigler, K. (ed.). 2017. Persuasive communication. Dubuque, IA: Kendall Hunt Publishing Company.
3. Stiff, J. B., Mongeau, P. A. 2016. Persuasive communication. New York: Guilford Press.

Optional

1. Aristotle. 2007. On rhetoric. A theory of civic discourse [Translated with introduction, notes and appendices by G. A. Kennedy]. New York/Oxford: Oxford University Press.
2. Hoffman, M. F., Ford, D. J. 2009. Organizational rhetoric: Situations and Strategies. London: Sage Publications.
3. Stiff, J. B. (1994). Persuasive communication. New York: Guilford Press.

Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Preparation for classes	10

Reading the indicated literature	40
Preparation for the assessment	30
Preparation of a project	10
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K02	The graduate is ready to adopt a critical attitude towards the assimilated knowledge and common opinions, consult experts
GLC_K1_K06	The graduate is ready to carry out the tasks entrusted to them in a professional manner and observe professional ethics
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
GLC_K1_U07	The graduate can use communicative skills in oral and written form in the field of directional languages - English and Russian - at level B2+ of the Common European Framework of Reference for Languages
GLC_K1_U09	The graduate can use skills in preparing various types of speeches and leading discussions on issues relevant to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparative studies
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability