



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Body Language and Art of Persuasion							
Course Code		ÖGK212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Correct speech, correct intonation, knowledge of correct use of body language - Be understandable and convincing - Communication in hand-arm and finger movements, looks, gestures, legs and feet to use correctly							
Course Content		The correct and correct use of posture, gesture, gesture, speech and intonation; leadership; to be able to accept thoughts to the other party by using body language.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Ins. Aslı ESENKAYA							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Zuhal Baltaş- Acar Baltaş, Bedenin Dili, Remzi Kitapevi, 2010.
2	Michael V. Trousers, Instant Effect - Persuasion Psychology, Yakamoz Yay. 2011.
3	Zülfikar Özkan, Kazanandiran Body Language, Life Yay. 2016.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Body Language? Importance of using body language, professionalizing in using body language
2	Theoretical	Body Language Used in Our Social Life, Body Language Used in Our Business Life
3	Theoretical	What is the Limbic System? To become aware of our limbic system and to consciously use all the cases in our limbic system
4	Theoretical	Being successful in using body language, physical behavior, using body language in place and correctly
5	Theoretical	Body Signs and Their Meanings, Taking Control with Our Gestures
6	Theoretical	What is Mimic? Examination of Mimic Expressions, Using Mimic in Place and Correctly
7	Theoretical	What is Mimic? Examination of Mimic Expressions, Using Mimic in Place and Correctly
8	Theoretical	The Art of Expression Reading - What is physiognomy? Learning the Art of Expression (physiognomy)
9	Intermediate Exam	Midterm
10	Theoretical	Body Languages ??of Man and Woman
11	Theoretical	Body Language in Different Cultures
12	Theoretical	Using Body Language in Various Professions
13	Theoretical	Introduction to the "Art of Persuasion"? Trigger Element - Motivation - Ability
14	Theoretical	Barriers to Desiring Desired Behaviors and Elimination of These Barriers
15	Theoretical	Influence and Power, Types of Power Used in Influence, Using Body Language in the Art of Persuasion
16	Final Exam	Final Examination



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Lecture - Practice	14	0	1	14
Assignment	2	10	2	24
Midterm Examination	1	10	1	11
Final Examination	1	11	1	12
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

**Learning Outcomes**

1	Explain how to use body language correctly
2	tells the importance of correct speech and correct intonation in being understandable and convincing
3	Use body language correctly in communication
4	Distinguish Body Language in Different Cultures
5	Using Body Language in the Art of Persuasion

**Programme Outcomes (Private Security and Protection)**

1	Know the powers of private security
2	Know defense and attack techniques
3	To understand the security measures
4	Establishing Organizational Communication
5	To apply the basic principles of first aid
6	To be able to make threat assessment and risk management
7	Learn what the body language is and what needs to be considered to ensure effective communication.
8	Weapon information
9	Knows Environmental Health Management in Disasters
10	Knows the elements of crime
11	Prepare a security plan
12	To have necessary knowledge in the field of criminology
13	To be able to determine employee and employer relations
14	To have information about the types of terrorist attacks and the signs of the attacks
15	Evaluate new approaches in security studies
16	Show effective interventions in social activities
17	Search and rescue in case of emergency, conducting emergency studies, can manage the organization
18	Explain the basic elements of health and the factors affecting it.
19	Know the basic principles of survival

**Contribution of Learning Outcomes to Programme Outcomes** 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P4	5	5	5	5	5
P7	5	5	5	5	5

