



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Persuasive Communication							
Course Code		BMY003		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Persuasion, which is perceived as ensuring the adoption and approval of an idea, an opinion or a subject, or removing these views and thoughts, is a very important field today because it is the process of learning something from others and reaching a common solution. For this reason, the aim of this course is to teach students the communication persuasion process and to enable them to walk with safer steps in life.							
Course Content		<p>Communication defines objects and people in our daily life, while fulfilling these roles for people who have different social roles in the division of labor, it teaches, affirms, and instills the forms of evaluation necessary for the reproduction of the society, which consists of this role distribution, in that historical period. It enables the social system to continue and reproduce itself (Oskay, 2007: 2). The basic approach of the person, institution and organization that initiates the communication is to “tell” and “to be understood”; The purpose of participating in communication for the target person, institution and organization is to “understand”. Communication between those who do not have a common symbol system can only be an ineffective and meaningless dialogue.</p> <p>Persuasion is defined as “the communication process aimed at influencing one’s attitude or behavior without coercion in the Britannica” (Anik, 2000: 34). “The purpose of persuasion is to change attitudes or motivate them to take action” (Kaya, 2003: 255).</p> <p>Persuasion is “the creation of a change in the cognition, attitude or behavior of an individual or individuals by the influence of an individual” (Raven &amp; Haley, 1982:427).</p> <p>Persuasion, as an important style of attitude change, involves making the person whose attitude is desired to be changed believe by means of various reasoning and proof instead of forcing or manipulating (Bilgin, 2003: 163).</p>							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Aslihan TOPAL							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Anadolu University, Persuasive Communication, 2012.
2	Brown, J., A., C., (1992). Techniques of Persuasion. Middlesex: Penguin Books.
3	Kağıtçıbaşı, Çiğdem.(2005) New Humans and People (Introduction to Social Psychology), İstanbul: Evrim Publishing House
4	<a href="http://www.temelaksoy.com/yazilar/ikna-etik-oyk%C3%BC-anlatmak/Propaganda-Teknikleri-Nedir.aspx">http://www.temelaksoy.com/yazilar/ikna-etik-oyk%C3%BC-anlatmak/Propaganda-Teknikleri-Nedir.aspx</a>

Week	Weekly Detailed Course Contents	
1	Theoretical	Is it possible to talk about non-persuasive communication? Are all our communications based on a persuasive basis? The answer to these questions lies in the concepts of communication and persuasion. Communication is the process of transferring knowledge, thought or attitude to others in various ways and for purposes, and sharing it with others.
2	Theoretical	Before discussing what persuasion is, it is necessary to consider the concept of attitude. There are certain attitudes in our daily life. For example, while Ayten Hanım constantly uses a certain detergent, Nurten Hanım uses another brand of detergent. Nevin, on the other hand, started to use the toothpaste suggested by the salesperson by changing it while she was using a certain brand of toothpaste as a result of her conversation with the salesperson she met in a market.
3	Theoretical	As a social being, human beings are in constant communication for many reasons. Giving information, getting information, asking for help, making a promise, expressing one's own feelings and thoughts or trying to learn the feelings and thoughts of others, etc. For reasons, communication is established in a certain structure and order. At this point, it is necessary to look at the definition of communication: "Interpersonal communication; It is the process of transferring knowledge, feelings, thoughts, attitudes and opinions and behavior patterns from one person to another through a relationship between the source and the receiver, using some channels and for the purpose of change.



4	Theoretical	Today, the concept and process of persuasion is a subject that has been studied extensively. In general terms, the most important factor contributing to success and failure in communication emerges in the form of persuasive communication and its appropriate configuration. With a good understanding and knowledge of persuasive techniques; an educator, an advertiser, or a politician, in other words, anyone whose goal is to change what others think and do, it becomes possible to evaluate openly. It should not be forgotten that there are some important variables in persuasion. In fact, each of the variables in persuasion should be identifiable, distinguishable, and measurable.
5	Theoretical	Propaganda uses many similar techniques to advertising. However, propaganda often includes political or nationalist themes. Propaganda is made through brochures, posters, TV or radio broadcasts and any other information-bearing media.
6	Theoretical	Scientific studies on the concept of "persuasion" are mostly under the main title of "Social / Human Sciences". Apart from this, considering the relationship between human, communication and persuasion, in "Linguistics" and "Literature"; These are the areas where we observe perspectives on persuasive communication. In scientific classification, the words "branch", "field" and "discipline" are sometimes used interchangeably. Today, the concept of "interdisciplinary", which is frequently encountered, is used to indicate that the methods and results of scientific studies/research are in interaction with different disciplines/fields.
7	Theoretical	Persuasion was examined by the Greek thinker, Aristotle / Aristotle; The name of the work he interpreted is "Rhetoric". According to Aristotle, persuasion can be based on three pillars: Ethos, that is, the credibility of the source; pathos, emotional appeal and logos, i.e. logical appeal; or the use of these three together in different ways constitutes the concept of persuasion.
8	Intermediate Exam	For the person/group/institution who initiates persuasive or persuasive communication, we would like to indicate the person/group/institution who takes action to communicate for persuasive purposes with the expressions "persuader", "persuader", "source" or "source of persuasion". In the fourth unit of our book, we will use the expressions persuasive and source of persuasion. In order to persuade the recipients of the message/target audience, the persuasion source must be an expert in his/her field and must have the necessary knowledge for the purpose of the persuasive communication activity and be able to use it. Midterm quiz
9	Theoretical	For the person/group/institution that initiates the persuasive or persuasive communication, we would like to indicate the person who takes action to communicate with persuasive purposes, with the words persuasive, persuasive, source or persuasive source. In the fourth unit of our book, we will use the terms persuasive and persuasive. In order to persuade the recipients of the message/target audience, the persuasive source should be both an expert in his field and have the necessary knowledge for the purpose of the persuasive communication activity and should be able to use it. He should review the information gathered for the purpose and the evidence for it, organize it appropriately and create the message of persuasion. Those who create the persuasion message may also be a group of experts. However, while the persuasion message is delivered according to the target audience, it should be re-coded if necessary and the appropriate tool and channel should be used
10	Theoretical	We can specify the basic elements of the persuasive communication process as "source, message/message, medium, channel and receiver". What makes the communication "persuasive" is the persuasive/source, the persuasive message and the ones to be persuaded/recipients. Behind the persuasive communication practitioner, there may be a large team of experts, or a person may become a "successful persuader" by specializing in persuasive communication to a certain extent.
11	Theoretical	A certain strategy must be followed in order to persuade people about something. Whether the message is one-sided or two-sided affects the persuasiveness of our message. It is not possible to explain the persuasion process in a single way. What kind of strategy should be followed according to the target audience may vary.
12	Theoretical	What comes to mind when we try to think of two typical experiences you can have with the media? While browsing the Internet, you search, visit sites of interest, and perhaps register to gain special privileges from one or more of these sites. Searching the Internet, communicating with friends and family; or you can use it to get the latest news, to be informed about sports and entertainment events. When you're done surfing the Internet, you can watch some television. Maybe it's your favorite day of the week to watch TV. Whether you are connected to the Internet or watching television, you use media to meet some of your needs and experiences.
13	Theoretical	Persuasionists use audience analytics to understand their audience and tailor their message. Developing technology in terms of mass communication helps target audiences to catch the vulnerabilities of persuasive messages.
14	Theoretical	People communicate with hundreds or even thousands of verbal or nonverbal messages in their daily lives. According to researcher Albert Mehrabian (1971), if facial expressions and sound features such as tone of voice and speed are used correctly, verbal communication, that is, by using words; 7% of the communication is done by speaking, while the remaining 93% is communication through nonverbal factors. Mehrabian expressed the verbal and non-verbal factors and effects used in communication as percentages (%).

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	3	0	2	6



Reading	4	0	1	4
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	It sheds light on the concept of persuasion and the concept of attitude that forms the basis of persuasion, and learns to handle the persuasion process.
2	The social and cultural dimensions of persuasion and the issues of resisting persuasion are discussed.
3	Basic persuasion theories and their development are examined.
4	The process of persuasive communication will be taught.
5	Nonverbal Communication is covered and basic nonverbal communication tools will learn to be evaluated in terms of persuasiveness.

### Programme Outcomes (Fashion Design)

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1	L3	L4	L5
P1	3	3		
P2				3
P3			3	
P8			3	
P10	3	3		
P11				3

