

Global Learning Semesters

Course Syllabus

Course: COMM-341B Persuasion and the Media Culture

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-341B	Persuasion and the Media Culture	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring, Summer	42	COMM 115, COMM 135A
Department	Level of Course	Language of Instruction
Communications	Upper Division	Greek, English

Course Description

Introduction to the basic theoretical approaches to issues of persuasion and the media; exploration of these issues with regards to media effects, semiotic analysis and the polysemic nature of media meanings

Instructor

Dr Mike Hadjimichael

Course Aims and Objectives

To introduce students to a critical appreciation on issues of persuasion and the media culture

Teaching Methods

The course is delivered through lectures on theories of persuasion and analysis of adverts and reportages from magazines and newspaper

Course Teaching Hours

Forty-two hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Coursework:	50%
Final Exam:	40%
Participation & Attendance	10%

Readings and Resources

Required Textbooks

Charles U. Larson, "Persuasion, Reception and Responsibility" By Wadsworth, 8th Edition 1998.
Thwaites, Davis and Mules "Introducing Cultural and Media Studies – a semiotic approach" Palgrave, 2002

Recommended Reading

Messaris, Paul "Visual Persuasion" Sage, 1997