Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP309	Process of Persuasion	5	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The objective of this course is to explain the change in persuasion mechanisms with a historical approach; define persuasion according to new communication and interaction environments based on research developed in the field of social psychology; analyze the processes of change in attitudes and behaviors.
Content	From rhetoric to propaganda Aristotle's model G. Le Bon “Psychologie des Foules” G.de Tarde "La lois de l'İmitation" II. World war and propaganda The elaboration likelihood model (ELM) of persuasion Persuasive Technology Case studies Attitudes,Change i McGuire's model of persuasion Greenwald model of persuasion

References	ALMEIDA Fabrice d', Images et Propagande, Casterman, Paris, 1995. BAIRD Jay W, The mythical world of Nazi war propaganda : 1939-1945 University of Minnesota Press, Minneapolis- Minn, 1974. BELLENGER Lionel, La persuasion, PUF, Collection que sais-je?, Paris, 1992. CIALDINI Robert B., İknanın Psikolojisi, Türkçeye çeviri Fevzi Yalım, MediaCat Kitapları, Ankara, 2001. CIALDINI Robert B., Influence: Science and Practice, Allyn & Bacon, 2003. CIALDINI Robert B., Harnessing the Science of Persuasion, Harvard Business Review; Vol. 79 Issue 9, 2001, pp.72-79. (EBSCOhost) HOGAN Kevin, The Psychology of persuasion: how to persuade others to your way of thinking, Pelican Publisging Company, Gretna, Louisiana, 2002. (GSÜ Kütüphane). LE BON Gustave, Psychologie des foules, PUF/Quadrige, 5e éd., Paris, 1995. LEVINE Robert V., Power of Persuasion:How we're bought and sold, John Wiley&Sons, New Jersey, 2003. JOHNSTON D: Deirdre, The art and science of persuasion, Madison, Wis, Mc Graw Hill, 1994. (GSÜ Kütüphane). JOWETT Garth, O'DONNELL Victoria, Propaganda and persuasion, Sage, London, 1986. KAĞITÇIBAŞI Çiğdem, İnsan ve insanlar: sosyal psikolojiye giriş, Evrim Basın Yayın Dağıtım, Istanbul, 1988. (GSÜ Kütüphane) KAPFERER Jean-Noel, Les chemins de la persuasion : le mode d'influence des media et de la publicité sur les comportements, Gauthier-Villars, Paris, 1978. MESSARIS Paul, Visual Persuasion: The Role of Images in Advertising, Sage Publications, London, 1997. MİLLS Harry, Artful Persuasion: How to Command Attention, Change Minds, and Influence People, Publication Data, New York, 2000. MORTENSEN Kurt W, Maximum İnfluence: the 12 universel laws of power persuasion, Publication Data, New York, 2004. PERLOFF Richard, The dynamics of Persuasion: communication and attitudes in the 21st century, Lawrence Erlbaum, London, 2003. (GSÜ Kütüphane). PETTY Richard E., CACIOPPO John T., The Elaboration Likelihood Model of Persuasion, Advances in Experimental social psychology, vol.19, Academic Press, 1986. Harvard Busines Essentials, Power, Influence, and Persuasion: Sell Your Ideas and Make Things Happen, Harvard Univ. 2005.

Theory Topics

Week	Weekly Contents
1	İntroduction
2	Aristotle's rhetoric model
3	The psychology of the Masses
4	The Lows of İmitation
5	World War II and propaganda
6	Propaganda exemples
7	Partiel
8	Attitudes change Model
9	The source of communication
10	The messages caracteristics
11	The nature of the audiance
12	Mc Guire model
13	Greenwald model

Week	Weekly Contents
14	Discussions