

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.

From rhetoric to propaganda

Aristotle's model

G. Le Bon "Psychologie des Foules"

G.de Tarde "La lois de l'imitation"

II. World war and propaganda

Content The elaboration likelihood model (ELM) of persuasion

Persuasive Technology

Case studies

Attitudes, Change i

McGuire's model of persuasion

Greenwald model of persuasion

References

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- CIALDINI Robert B., İknanın Psikolojisi, Türkçeye çeviri Fevzi Yalım, MediaCat Kitapları, Ankara, 2001.
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- 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 Publishing 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, İstanbul, 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.
- MILLS Harry, Artful Persuasion: How to Command Attention, Change Minds, and Influence People, Publication Data, New York, 2000.
- MORTENSEN Kurt W, Maximum Influence: the 12 universal 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 Business Essentials, Power, Influence, and Persuasion: Sell Your Ideas and Make Things Happen, Harvard Univ. 2005.

Theory Topics

Week

Weekly Contents

- 1 Introduction
- 2 Aristotle's rhetoric model
- 3 The psychology of the Masses
- 4 The Lows of Imitation
- 5 World War II and propaganda
- 6 Propaganda exemples
- 7 Partiel
- 8 Attitudes change Model
- 9 The source of communication
- 10 The messages characteristics
- 11 The nature of the audience
- 12 Mc Guire model
- 13 Greenwald model
- 14 Discussions