

**Content**

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

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	
Course Level	Bachelor Degree
Objective	
Content	

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

Week	Weekly Contents
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