



HANYANG UNIVERSITY

Hanyang International Summer School

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| Faculty Information | Name | Stacey Choi | | | | |
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| | Home University | Hanyang University | | | | |
| | Department | Center for Creative Convergence Education | | | | |
| | Homepage | | | | | |
| Course Information | Class No. | 18030 | Course Code | CUL1170 | Credits | 3 |
| | Course Name | Advanced English Discussion: Persuasion & Influence | | | | |
| | Lecture Schedule | Mon-Thu /16:00~19:00 | | | | |
| | Course Description | <p>Persuasion plays a crucial role in both our professional and personal lives. This course will introduce and examine the application of the general theories that explain persuasion and one's ability to influence others in interpersonal, small-group, and public settings.</p> <p>The course discusses communication skills, attitudes, and competencies associated with persuasion, influence, and motivation. The application of the principles of persuasion and influence are examined closely and will enable students to learn and practice powerful persuasion communication skills which will enhance both personal and professional success.</p> | | | | |
| | Course Objective | <p>Upon completion of this course, students will learn how to:</p> <ol style="list-style-type: none"> 1. Examine and analyze persuasion and influence in various contexts: interpersonal, virtual, business, and non-profit organizational contexts. 2. Obtain an in-depth understanding of persuasive principles and identify and critique the many strategies people encounter on a daily basis. 3. Learn how to apply theories of persuasion and influence in a variety of real-world settings through in-class presentations and discussions. 4. Identify principles about how persuasion can be used strategically, effectively, and ethically in corporate or social settings (creative thinking, problem-solving, and effective communication) 5. Learn how to analyze and develop persuasive messages and how to maximize the effectiveness of presentations through body language and verbal and visual messages. | | | | |
| | Prerequisite | Not required | | | | |

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| | Materials/Textbooks | <p>Gass, R.H. & Seiter, J. S. (2006). Persuasion, Social Influence, and Compliance Gaining. Allyn and Bacon.</p> <p>Cialdini, R. B. (2007). Influence: The Psychology of Persuasion. New York: Harper Collins.</p> <p>Additional materials and assignment sheets will be handed out in class and/or placed on Canvas.</p> | | |
| Evaluation | Attendance | 10 % | Participation | 10 % |
| | Midterm (Individual Presentation) | 15 % | Final Presentation (Pair/Team) | 30 % |
| | Persuasive Technique Assignment | 20 % | Final Quiz | 15 % |
| | | % | | % |
| | Etc. | Evaluation Item | | Ratio |
| | | | % | |
| | | | % | |
| Daily Lecture Plan | Week 1 | Day 1 | Opening Ceremony | |
| | | Day 2 | Class Orientation- Introduction to the course/ Ice Breakers | |
| | | Day 3 | Laying the Groundwork for Persuasion & Influence | |
| | | Day 4 | Persuasive Storytelling Introduction | |
| | Week 2 | Day 1 | Nonverbal Aspects of Persuasion - Putting Body Language to Work | |
| | | Day 2 | Interpersonal Persuasion: Developing Authenticity (Credibility) | |
| | | Day 3 | Interpersonal Persuasion: Engaging Reciprocity | |
| | | Day 4 | Presentation #1 (Individual) | |
| | Week 3 | Day 1 | Language and Persuasion - Perfecting your persuasive voice | |
| | | Day 2 | Conformity and Influence in Groups - Gaining and Maintaining your Audience's Interest | |
| | | Day 3 | Sequential Persuasion & Compliance Gaining | |
| | | Day 4 | Introduction to Persuasive Message Presentation | |
| | Week 4 | Day 1 | Message Strategies and Appeals - Structuring and Organizing Persuasive Messages | |
| | | Day 2 | Visual Persuasion: Telling Stories through data. Final Presentation Editing Guidelines | |
| | | Day 3 | Presentation #2 (Pair/Team) | |
| | | Day 4 | Final Quiz | |