

COURSE GUIDE

2022/23

Faculty 323 - Faculty of Social and Communication Sciences

Cycle Not Applicable

Degree GPERIO31 - Bachelor's Degree in Journalism

Year First year

COURSE

27093 - Communication and Advertising: Strategies of Persuasion

Credits, ECTS: 6

COURSE DESCRIPTION

First year subjects of this Grade revolve around three main axis: (1) Economic knowledge, (2) Linguistics, (3) Communication. This third axis includes subjects related to the fields of journalism, audiovisual communication and advertising and public relations.

This subject, as well as Commercial, Corporate and Institutional Communication (1st term), are related to that third field: advertising and public relations.

Additionally, these two subjects are part of the module Principles of Commercial Communication, which includes Systems and Processes of Advertising and Public Relations (2nd year, 1st term), History of Advertising (2nd year, 2nd term), and Law of Advertising (4th year, 2nd term).

This subject serves to lay the foundation of what is the core of any marketing or communication plan: the understanding of the target group, and the interactions between the message, source, receptor, channel and context.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

These are the competences that the students of this subject will acquire:

1. To be able to EVALUATE the function of persuasion in current societies, to differentiate between its several manifestations and to grasp the common base of all of them.
2. To be able to INTERPRET the psychological processes triggered in persuasive interaction through applications of social psychology.
3. To be able to ANALYZE persuasive pieces and to be able to explain key components of their efficacy.
4. To be able to DESIGN strategies and suitable persuasive messages for each specific situation.

These learning results develop the following generic competences that are common to the three Grades in which the subject is taught: to understand communication theories and apply them to practice, to analyse and to evaluate in a critical way facts and communicative projects, to plan and to manage communicative projects, and to apply creative approaches to resolve communicative problems.

CONTENIDOS TEÓRICO-PRÁCTICOS

1. Oral Communication: Peer to peer and speaker to audience.
2. Attitude creation and change.
 - 2.1. Attitudes: definition and structure.
 - 2.2. Attitudes: functions and consequences.
 - 2.3. Attitudes: measurement.
3. Theoretical perspectives.
 - 3.1. School of Yale.
 - 3.2. Social Judgement Theory
 - 3.3. Cognitive Answers Theory
4. Source of persuasion
 - 4.1. Credibility
 - 4.2. Liking
 - 4.3. Authority
5. Persuasive Message
 - 5.1. Content
 - 5.2. Organization.
6. The effect of personal characteristics on persuasion.
7. The context. Channels and Mass Media. Framing.

TEACHING METHODS

This subject combines different learning and teaching methods that aim to develop the desired competences. In that regard, not only the lecturing of fundamental theories, models and concepts of persuasive communication will be used, but also the active participation of the students in debates and presentations about them will be promoted. In practical sessions, individual or team exercises and oral expositions will be used.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	32		28						
Horas de Actividad No Presencial del Alumno/a	48		42						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 50%
- Exam(s): multiple choice and/or open answer 50%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

CONTINUAL EVALUATION SYSTEM

The standard evaluation of this subject is continual and will be done in the following way:

1. Theoretical part: multiple choice and/or open answer written exam(s) (50%).
2. Practical: several practices during the course (50%)
 - a) Analysis and creation of persuasive pieces
 - b) Assistance to and delivery of class practices
 - c) Oral presentations and debates during practices.

The materials and resources, technological or otherwise, that are allowed during the evaluation tasks will be specified in the student's guide.

In order to be evaluated through continual evaluation system, the student must attend and deliver at least 80% of the face-to-face practices. To pass the course it will be necessary to pass both the theoretical part and the practical part.

RENOUNCE TO CONTINUAL EVALUATION SYSTEM

The student can renounce to the continual evaluation system. He or she must do so within the first 9 weeks of class through a written declaration directed to the teacher of the subject.

FINAL EVALUATION SYSTEM

There is another evaluation system: the final evaluation system. This system will consist on one exam in the official date. This exam will have a theoretical (50%) and a practical part (50%). To pass the course it will be necessary to pass both the theoretical part and the practical part.

RENOUNCE TO ORDINARY EXAM CALL

In the continual evaluation system, the student can renounce to the regular exam. In order to do so, he or she has to write his or her teacher at least a month before the official date of the exam. In this case, the mark will be Not evaluated.

In the final evaluation system, the student can renounce to it by simply not taking the exam. In this case, the mark will also be Not evaluated.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The extraordinary exam will have a theoretical part (50%) and a practical part (50%). To pass the course it will be necessary to pass both the theoretical part and the practical part.

The student can renounce to the extraordinary exam by simply not taking it. In this case, the mark will be Not evaluated.

MANDATORY MATERIALS

All the material that the teacher will upload to the eGela platform during the course will have to be read by the students.

BIBLIOGRAFÍA

Basic bibliography

Robert B. Cialdini (2009): Influence: Science & Practice. Pearson International Edition.

Perloff, R.M. (2021) (7th Ed.). The dynamics of persuasion. Communication and Attitudes in the 21th Century. Routledge.

Detailed bibliography

Aristóteles (1997). La retórica. Madrid. Gredos.

Armstrong, J.S. (2010). Persuasive advertising. Evidence-based principles. Palgrave Macmillan.

Boush, David M.; Friestad, Marian; Wright, Peter (2009). Deception in the Marketplace. The psychology of deceptive persuasion and consumer self protection. Routledge.

Castelló Martínez, Araceli y Del Pino Romero, Cristina (2019). De la publicidad a la comunicación persuasiva integrada. Madrid: ESIC.

Feenstra, R.A. (2014). Ética de la publicidad. Retos en la era digital. Ed. Dykinson.

Fogg, B.J. (2003). Persuasive Technology. Using computers to change what we think and do. Morgan Kaufmann Publishers.

Garzia, J. (2008). Jendaurrean hizlari. (Ahozko) Komunikazio gaitasuna lantzeko eskuliburua. Alberdania.

Igartua, J.J. (2007). Persuasión narrativa. El papel de la identificación con los personajes a través de las culturas. Alicante: Ed. Club Universitario.

Kahneman, D. (2013). Thinking, fast and slow. Macmillan.

Knowles, E.S., Linn, J.A. (2004). Resistance and persuasion. Lawrence Erlbaum.

Lakoff, G. (2004). Don't Think of an Elephant: Know Your Values and Frame the Debate. Chelsea Green Publishing Co.

León, J.L. (2008). Persuasión pública. Universidad del País Vasco. Servicio Editorial.

López Vazquez, B (2007). Publicidad emocional. Estrategias creativas. Madrid. ESIC.

Lozano, J. (2013). Persuasión. Las estrategias del creer. Bilbao: Servicio Editorial de la Universidad del País Vasco.

Moliné, M. (1988). La comunicación activa. Publicidad sólida. Bilbao: Ed. Deusto.

O'Keefe, D.J. (2002). Persuasion. Theory and Research. 2nd ed. Thousand Oaks: Sage.

Perloff, R.M. (2001). Persuading people to have safer sex. Applications of social science to the AIDS crisis. Routledge.

Pratkanis, A.; Aronson, E. (1994). La era de la propaganda. Uso y abuso de la persuasión. Barcelona: Paidós.

Journals

Comunicación y sociedad. Universidad de Navarra. Facultad de Comunicación

Comunicar. Revista científica de comunicación y educación. <https://revistacomunicar.com/>

Control Publicidad: <http://controlpublicidad.com>

El publicista: <http://elpublicista.es>

Pensar la publicidad. Universidad Complutense de Madrid. <https://revistas.ucm.es/index.php/PEPU>

Questiones Publicitarias. Revista Internacional de Comunicación y Publicidad. Universidad de Sevilla

Web sites of interest

Implicit Association Test: <https://implicit.harvard.edu/implicit>

Social Norm and Applications: <http://socialnorms.org/social-norms-approach/>

TED (conferences, several themes, in English, very interesting): <http://www.ted.com>

Center for Humane Technology. Persuasive Technology: <https://www.humanetech.com/youth/persuasive-technology>

OBSERVATIONS