

COMM 335: Persuasion

A study and practice of the principles and techniques involved in persuasion. Elements include the psychology of persuasion; the relation of persuasion to imaging, advertising, and propaganda; and the role of persuasion in a free society. Students will demonstrate what they have learned by applying it to a persuasive campaign project of their own making during the semester.

Credits: 3

Program: **Communication**

Semester Offered: Spring