

99 學年第 1 學期 說服傳播 Persuasive Communication 課程綱要

課程名稱：（中文）說服傳播		開課單位	傳科系			
（英文）Persuasive Communication		永久課號	DCT3048			
授課教師：林慧斐						
學分數	3	必/選修	選修	開課年級	3	
先修科目或先備能力：						
課程概述與目標：						
<p>This course introduces students to theories, principles, and strategies of social influence and persuasive communication which can be applied to Public Relations (PR), advertising and marketing. The topics of this course will cover the impact of credibility, motivational appeals, emotional appeals, visual persuasion, language, nonverbal influence, etc on persuasive communication. In addition, current domestic and international cases will be used as examples. Students are expected to take the midterm exam, join the discussion during the class, and complete one team presentation as well as one group final project.</p> <p>The course objectives are to help students:</p> <ol style="list-style-type: none"> (1) Understand the basic theories of advertising and persuasive communication (2) Understand the role of persuasive communication in our daily life (3) Learn how to construct persuasive campaigns (4) Enhance critical thinking skill. 						
教科書（請註明書名、作者、出版社、出版年等資訊）	Gass, R. H., & Seiter, J. S. (2007). Persuasion, social influence, and compliance gaining (3rd Ed.). Boston: Allyn & Bacon					
課程大綱		分配時數				備註
單元主題	內容綱要	講授	示範	習作	其他	
基本素質與核心能力：（學生修習完本課程之後，可以具備之基本素養與核心能力）						
校級基本素養與核心能力： <ul style="list-style-type: none"> * 品德教育 * 人文及在地關懷 * 專業知能 * 國際視野 						

*發現及解決問題的能力

*群己平衡的認知

客家學院學生基本素養與核心能力：

*公民責任

* 品德涵養

* 族群與在地關懷

* 專業知能

* 國際視野

* 發現及解決問題的能力

* 跨領域整合與團隊合作

教學要點概述：

1.學期作業、考試、評量

Team presentation 25%

In-class group discussion 10%

Midterm examination 25%

Final group project 30%

Attendance/individual participation 10%

2.教學方法及教學相關配合事項(如助教、網站或圖書及資料庫等)

師生晤談	排定時間	地點	連絡方式

每週進度表

週次	上課日期	課程進度、內容、主題
1	9/14	Class Introduction and Overview
2	9/21	The pervasiveness of persuasion
3	9/28	What constitutes persuasion
4	10/5	Attitudes and consistency
5	10/12	Credibility: celebrity selling power
6	10/19	Communicator characteristics and persuadability
7	10/26	Conformity and influence in groups
8	11/2	Language and persuasion
10	11/9	Midterm Examination
11	11/16	Nonverbal influence Esoteric forms of persuasion: Music as a form of persuasion
11	11/23	Compliance Gaining: Individual characteristics and compliance-gaining behavior
12	11/30	Deception

13	12/7	Motivational appeals
14	12/14	Visual persuasion
15	12/15	Guest Speaker
16	12/28	Group Project Meetings
17	1/4	Project Presentations I

※ 請同學遵守智慧財產權觀念及勿使用非法影印教科書。

備註：

1. 其他欄包含參訪、專題演講等活動。
2. 請同學遵守智慧財產權觀念及勿使用非法影印教科書。

[\[Top\]](#)

Copyright c 2007 National Chiao Tung University ALL RIGHTS RESERVED.