102 學年第 2 學期 科技說服與策略傳播 Persuasive Technology and Strategic Communication 課程綱要

課程名稱：（中文）科技說服與策略傳播 （英文）Persuasive Technology and Strategic Communication				開課單位	傳科系
				永久課號	DCT3028
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：

Course Description

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.

Course Objectives

The course objectives are to help students:

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. (2010). Persuasion, social influence, and compliance gaining (4th 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	

教學要點概述：

1.學期作業、考試、評量

Team presentation 20%

In-class group discussion 10%

Midterm examination 25%

Final group project 30%

Attendance/individual participation 15%
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	2/20	Class Introduction and Overview 1. class objectives 2. class outline and assignments 3. team assignment process
2	2/27	The pervasiveness of persuasion
3	3/6	What constitutes persuasion
4	3/13	Attitudes and consistency
5	3/20	Credibility: celebrity selling power
6	3/27	Communicator characteristics and persuadability
7	4/3	Conformity and influence in groups
8	4/10	Language and persuasion
9	4/17	Midterm Examination
10	4/24	Nonverbal influence
11	5/1	Esoteric forms of persuasion: Music as a form of persuasion
12	5/8	Compliance Gaining: Individual characteristics and compliance-gaining behavior
13	5/15	Deception
14	5/22	Motivational appeals
15	5/29	Visual persuasion
16	6/5	The Ethics of Persuasion
17	6/12	Guest Speaker
18	6/19	Project Presentations

※ 請同學遵守智慧財產權觀念及勿使用不法影印教科書。

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不法影印教科書。

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