

COM204 : Persuasive Communication

A study of the process of persuasion, focusing on the formation of beliefs, attitudes and values, fundamentals of attitude change, audience analysis, the persuasive message, effects of channel and setting, and source credibility. Opportunities are offered for classroom application of the principles and theory discussed.

Credits 3

Prerequisites

[COM103](#): Human Communication or [ENL101](#): English Composition I or [ENL108](#): Critical Reading & Thinking or [ESL201](#): English for Speakers of Other Languages III: Advanced

Semester Offered

Spring

Notes

Satisfies Humanities & Fine Arts (or) Behavioral & Social Sciences general education requirement.