



Persuasive Communication Strategies

Higher education level	<i>Second (magister) level</i>		
Discipline status	<i>Optional</i>		
The scope of discipline	150 hours / 5 credits ECTS		
Language of instruction	English		
What will be studied (subject of study)	<p>The course «Persuasive Communication Strategies» is geared toward the study of cutting-edge persuasive communication strategies used in interpersonal communication, including principles of persuasion, persuasion strategy (campaign planning and research); persuasion tactics (copywriting, web site design, etc.); and the social impact of persuasion campaigns. The recipes of self-presentation, secrets of public speaking and influencing people, advertising copywriting, persuading anyone in oral and written communication are considered in the course. Students will have knowledge and skills of creating and evaluating persuasive messages, developing critical thinking, etc.</p>		
Why it is interesting / necessary to study (purpose)	<p>This course is designed for students who want to develop their persuasive communication skills so that to achieve personal and professional success in their lives. The academic discipline is taught in English so that to form students' communicative speech competences to ensure their effective communication in the academic and professional environment. All classes geared toward developing speaking, listening, reading and writing skills of students are organized as a speaking club with debates, quizzes, presentations, teamwork, etc. in a friendly learning environment and based on participants' feedback. The course developer is a member of the editorial board of the Czech journal Media4uMagazine, the author of the textbook "English: forming communication skills of reading, speaking, writing" and has a CEFR Certificate (C2 in Speaking, 210 scores), so the course is taught in English and students can improve their English while developing communication skills.</p>		
How to use the acquired knowledge and skills (competencies)	<p>As a result of the acquired knowledge and skills, students also have general and professional competencies, in particular:</p> <p>general ones:</p> <p>the ability to communicate in a foreign language; ability to work in a team to solve professional problems;</p> <p>professional ones: the ability to further study with a high level of autonomy, constantly improving the level of information culture.</p>		
Prerequisites	Foreign language		
Co-requisites	Advertising and Information Technologies		
Organization of training	Types of classes: lectures, practical classes		
Chair	<i>Documentation Science and the Ukrainian Language</i>		
Faculty	<i>International Communications and Foreign Citizens Training Department</i>		
Teacher		Name	Karpenko Olena Oleksiivna
		Position	Associate Professor
		Academic status	Associate Professor
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Links to electronic course resources	https://mentor.khai.edu		
Work program link (syllabus)	https://khai.edu/assets/files/silabusi/dp4/7-8-f/s_m_029-035-053-081_Persuasive-Communication-Strategies.pdf		