

# COURSE DETAIL

## PERSUASION AND LANGUAGE

**Country**

Japan

**Host Institution**

International Christian University

**Program(s)**

International Christian University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Linguistics Communication

**UCEAP Course Number**

118

**UCEAP Course Suffix****UCEAP Official Title**

PERSUASION AND LANGUAGE

**UCEAP Transcript Title**

PERSUASN & LANGUAGE

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

## Course Description

How are words used to change people's minds? What makes us pay attention to someone's words, sung, spoken, or written? Does the spoken (or sung) word have more impact than the written one? What makes someone click on the headline of an online publication? Is an image more powerful with or without a linguistic frame? Can language be more persuasive than an image? Is persuasion, like humor, culture-specific? These are questions that will be explored in this course about how rhetoric, the art of verbal persuasion, operates in contemporary society.

The course aims to:

- (1) To develop an awareness of how language is used to persuade and manipulate by looking at rhetoric, the art of verbal persuasion, and recognizing how a range of rhetorical devices, including repetition and metaphor, are employed in popular songs, and memorable advertisements, headlines and tweets, political speeches, and film titles; and
- (2) To practice the use of rhetorical devices in making language more persuasive.

### Language(s) of Instruction

English

### Host Institution Course Number

MCC274E

### Host Institution Course Title

PERSUASION AND LANGUAGE

### Host Institution Course Details

<https://campus.icu.ac.jp/public/ehandbook/PreviewSyllabus.aspx?regno=21290&year...>

### Host Institution Campus

International Christian University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

Media, Communication and Culture

**Course Last Reviewed**

2023-2024

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