

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 Campus

International Christian University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Media, Communication and Culture

[Print](#)