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

Print