

COURSE DETAIL

COMMUNICATION AND PERSUASION

Country

New Zealand

Host Institution

University of Auckland

Program(s)

University of Auckland

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

133

UCEAP Course Suffix**UCEAP Official Title**

COMMUNICATION AND PERSUASION

UCEAP Transcript Title

COMM & PERSUASION

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines theories and practices of persuasive communication. It also emphasizes the ethics of persuasive communication, exploring themes such as the difference between persuasion and manipulation, and the relationship between persuasion and power.

Language(s) of Instruction

English

Host Institution Course Number

COMMS 213

Host Institution Course Title

COMMUNICATION AND PERSUASION

Host Institution Course Details

<https://courseoutline.auckland.ac.nz/dco/course/COMMS/213/1253>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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