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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