AKADEMIA SZTUK PIĘKNYCH
IM. EUGENIUSZA GEPPERTA
WE WROCŁAWIU

Name of subject	Media persuasion techniques
Entity running the module	Department of Media Art / The Faculty of Graphic Arts and Media Art
Entity for which the module has been prepared	The Faculty of Graphic Arts and Media Art, Department of Media Art
Module type	Basic module, compulsory module in the field of Media Art (choice of one studio)
Year of study/ semester; mode of attendance	Year 2, semester 4 Second level full-time studies
ECTS credits	20
Module organizer	prof. zw. Wiesław Gołuch, dr Maja Wolińska, dr Jakub Jernajczyk
Academic aims	The academic aim is the student's preparation of an independent project constituting the practical part of the MA thesis, making use - with respect to content and form - of the mechanisms of developing audio-visual intentional communication.
Module prerequisites	Advanced command of media tools (from photography and video to computer techniques)
Learning outcomes with respect to:	
– knowledge	Executing problem-oriented diploma topics students expand their theoretical and practical knowledge of developing audio-visual intentional communication based on social and cultural contexts and persuasion mechanisms.
– skills	Executing problem-oriented diploma topics students expand their skills of selecting and using tools and media techniques, developing controlled communication forms, articulating and creating ideas.
– personal and social competence	Students acquire advanced competences concerning the interpretation of personal and interpersonal behaviours in connection with the social and cultural context.
Module content	The module content comprises a discourse on the execution of students' own projects in the form of a visual or audio-visual communication, including the formulation of ideas, setting in cultural, pop-cultural or social contexts, and selection of media tools.
Module form and number of module hours	Individual corrections and consultations, workshop practice and presentations. 180 hours /semester
Assessment methods and criteria	Creativity and individual activity, discourse activity and the level of executed projects will be assessed.
Assessment type	Sem. 4 - Graded pass
Literature	Knowledge of and orientation in literature and iconography on the theory and easthetics of new media and persuasion mechanisms Recommended literature: James Gleick – Informacja. Bit, wszechświat, rewolucja, Wydawnictwo Znak, 2012 Henry Jenkins – Kultura konwergencji. Zderzenie starych i nowych mediów. Wydawnictwo Akademickie i Profesjonalne, Warszawa 2007 Marshall McLuhan – Zrozumieć media, WNT 2004 Lev Manovich – Język nowych mediów, WAiP 2006 Kevin Hogan, James Speakman – Ukryta perswazja, Helion 2007 Robert B. Cialdini – Wywieranie wpływu na ludzi, GWP 2004
Notes	The projects are assessed by an examination board during the MA diploma examination
Language of instruction	Polish language