



<b>Name of subject</b>	Media persuasion techniques
<b>Entity running the module</b>	Department of Media Art / The Faculty of Graphic Arts and Media Art
<b>Entity for which the module has been prepared</b>	The Faculty of Graphic Arts and Media Art, Department of Media Art
<b>Module type</b>	Basic module, compulsory module in the field of Media Art, specialty: Photography
<b>Year of study/ semester; mode of attendance</b>	Year 2 - semesters 3 and 4 First level full-time studies
<b>ECTS credits</b>	Sem. 3 – 3 Sem. 4 – 4
<b>Module organizer</b>	prof. zw. Wiesław Gołuch, dr Maja Wolińska, dr Jakub Jernajczyk
<b>Academic aims</b>	The academic aim is to develop the students' social sensitivity, rational justification of decisions, selection of optimal media tools, creation of ideas, ability to persuade others to accept their arguments, and to develop their artistic outlook.
<b>Module prerequisites</b>	Intermediate command of media tools (from photography and video to computer techniques)
<b>Learning outcomes with respect to:</b>	
– <b>knowledge</b>	Executing problem-oriented tasks students acquire practical experience-based knowledge in the areas of interpersonal relations, developing audio-visual intentional communication, emotion engineering, social and cultural contexts, media conditioning and idea creation mechanisms.
– <b>skills</b>	Executing problem-oriented tasks students acquire skills necessary for developing persuasive communication.
– <b>personal and social competence</b>	Students acquire basic competences concerning interpersonal behaviours in connection with the social and cultural context.
<b>Module content</b>	The module content comprises the development of visual and audio-visual communication with precisely stated purposes and intentions, by defining artistic, social, information and commercial objectives, defining the media forms and tools, creative activity, and an analysis of persuasion mechanisms.
<b>Module form and number of module hours</b>	Individual corrections, consultations, demonstrations and presentations, workshops, team project execution. 30 hours/semester
<b>Assessment methods and criteria</b>	The following aspects will be evaluated: participation in classes, creativity and individual activity, team activity, discourse activity and the level of executed projects / 40% – task performance; 60% – active participation, substantive and formal quality
<b>Assessment type</b>	Sem. 3 and 4 - Graded pass
<b>Literature</b>	Knowledge of and orientation in literature and iconography on the theory and aesthetics of new media and persuasion mechanisms. Recommended literature: Marshall McLuhan – Zrozumieć media, WNT 2004 Kevin Hogan, James Speakman – Ukryta perswazja, Helion 2007 Robert B. Cialdini – Wywieranie wpływu na ludzi, GWP 2004 „Techniki kreatywności” - Mattias Nolke, Flashbook.pl 2008
<b>Notes</b>	
<b>Language of instruction</b>	Polish language