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| 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 1 - semester 2 Second level full-time studies |
| ECTS credits | 7 |
| Module organizer | prof. zw. Wiesław Gołuch, dr Maja Wolińska, dr Jakub Jernajczyk |
| Academic aims | The academic aim is to develop the students' social sensitivity, rational justification of decisions, selection of optimal media tools, free use of selected media tools, creation of ideas, ability to persuade others to accept their arguments, and to develop their artistic outlook. |
| Module prerequisites | Advanced command of media tools (from photography and video to computer techniques) |
| Learning outcomes with respect to: | |
| – knowledge | 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. |
| – skills | Executing problem-oriented tasks students acquire skills necessary for developing persuasive communication. |
| – personal and social competence | Students acquire advanced competences concerning interpersonal behaviours in connection with the social and cultural context. |
| Module content | The module content comprises a discourse on defining artistic, social, information and commercial objectives, defining the media forms and tools, creative activity, an analysis of persuasion mechanisms, as well as developing visual and audio-visual communication with precisely stated objectives and intentions. |
| Module form and number of module hours | Individual corrections, consultations, demonstrations and presentations, workshops, team project execution. 90 hours /semester |
| Assessment methods and criteria | 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% – substantive and formal quality |
| Assessment type | Graded pass |
| Literature | Knowledge of and orientation in literature and iconography on the theory and aesthetics of new media and persuasion mechanisms Recommended literature: Edward de Bono – Umysł kreatywny, Studio Emka 2009 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 „Techniki kreatywności” - Mattias Nolke, Flashbook.pl 2008 James Gleick – Informacja. Bit, wszechświat, rewolucja, Wydawnictwo Znak, 2012 |
| Notes | |
| Language of instruction | Polish language |