



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, specialty: Photography
Year of study/ semester; mode of attendance	Year 3/ semester 5 First level full-time studies
ECTS credits	4
Module organizer	prof. zw. Wiesław Gołuch, dr Maja Wolińska, dr Jakub Jernajczyk
Academic aims	The academic aim is to develop and expand the students' individual characteristics and skills in 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.
Module prerequisites	Intermediate command of media tools (from photography and video to computer techniques)
Learning outcomes with respect to:	
– knowledge	Executing problem-oriented tasks students acquire and develop 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 develop and expand their skills of organizing and developing interpersonal relations, selection of tools and media techniques, developing controlled communication forms, articulating and creating ideas.
– personal and social competence	Students acquire basic 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, an analysis of persuasion mechanisms, as well as developing visual and audio-visual communication with a precisely stated author's attitude.
Module form and number of module hours	Individual corrections, consultations, demonstrations and presentations, workshops, team project execution. 45 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	Sem. 5 – examination review
Literature	Knowledge of and orientation in literature and iconography on the theory and aesthetics of new media and persuasion mechanisms Recommended literature: James Gleick – Informacja. Bit, wszechświat, rewolucja, Wydawnictwo Znak, 2012 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
Notes	
Language of instruction	Polish language