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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 3/ semester 6 First level full-time studies |
| ECTS credits | 14 - the main diploma module or 8 - a supplementary module |
| 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 a part of the diploma work, making use - with respect to content and form - of the persuasion mechanisms (mind and emotion engineering). |
| Module prerequisites | Advanced command of media tools (from photography and video to computer techniques) |
| Learning outcomes with respect to: | |
| - knowledge | Executing problem-oriented diploma projects students expand their theoretical and practical knowledge of developing audio-visual communication based on social and cultural contexts and persuasion mechanisms. |
| - skills | Executing problem-oriented diploma projects 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 competences in the comprehension of the specificity of persuasion mechanisms and their application in connection with the social and cultural context. |
| Module content | In semester 6, the module content comprises 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 120 hours/semester |
| Assessment methods and criteria | Creativity and individual activity, discourse activity and the level of executed projects will be evaluated. |
| Assessment type | Sem. 6 - Graded pass |
| 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 Edward de Bono – Myślenie lateralne. Idee na przekór schematom." Helion 2008 Marshall McLuhan – Zrozumieć media, WNT 2004 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 BA diploma examination |
| Language of instruction | Polish language |