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, speciality: Photography
Year of study/ semester; mode of attendance	Year 2 - semester 3 Second 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 expand the students' knowledge of the creation of ideas, ability to persuade others to accept their arguments, rational justification of decisions, selection of optimal media tools, free use of selected media tools, and to develop their own 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 the interpretation of personal/ interpersonal behaviours in connection with the social and cultural context.
Module content	The module content comprises the discourse on 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 ensuing from an analysis of the relations included in a triangle: artist - media - audience.
Module form and number of module hours	Individual corrections, consultations, demonstrations and presentations, workshops, team project execution. 60 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% – substantial and formal quality
Assessment type	Sem. 3 – examination review
Literature	Knowledge of and orientation in literature and iconography in the theory and easthetics 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