

COM-2 — INTRODUCTION TO PERSUASION

About This Course

Transfer: UC, CSU

C-ID: (C-ID:COMM 190)

3.00 units

Prerequisite: None

Description: An examination of historical and contemporary approaches to persuasive messages throughout time. A focus on theoretical perspectives involving persuasion including Aristotelian and Ciceronian Canons of Rhetoric and strategies on construction, delivery and critical analysis of persuasive messages. 54 course lecture. (Letter grade only)