

2022-23 ACADEMIC COURSES

COM 183 : PERSUASION








Students will examine and analyze the persuasive techniques used within the different mediums of the mass media. Emphasis will be placed on radio and television and the various segments within those mediums including news, advertising and commercial product placement. This course will expose students to various theories and allow them to identify those theories which are prevalent throughout the mass media and the persuasive effects those theories have on the various audiences.

Level I Prereq: Academic Reading and Writing Levels of 6

Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 08/12/2022 Information is subject to change without notice.

Class offerings by semester

	Winter	Summer	Fall
Even Years (2022, 2024, 2026)			
Odd Years (2023, 2025, 2027)			
 Class (before 5 p.m.)	5		5
 Class (after 5 p.m.)	5		
 Online Class Revised: 2/2/22			
The annual schedule class offerings by semester is offered as a planning tool. Please refer to the course schedule to see the specific time and platform for which the course is offered.			

Swipe left to see full chart