COMM 4321
Persuasion.
Three semester hours. (FL-Even).
The course examines how purposeful communication changes and strengthens attitudes. It asks: Why are evaluative and proactive messages satisfying, when they are, for both those persuading and being persuaded? Conversely, when (and why) are efforts at persuasion inappropriate, ineffective, or offensive? The course illustrates how these differences can be understood in theory and practice.

*Currently the number of courses offered in the program exceeds faculty resources. This topic will be offered as a special topic in COMM 3400 Special Issues in Communication.