

The Hebrew University of Jerusalem

Syllabus

The art of Persuasion and Impression Management in Interpersonal and lintergroup Contexts - 54720

Last update 23-10-2023

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Conflict Management & Resolution

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Tsfira Grebelsky-Lichtman

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Coordinator Office Hours: Monday, 12:00-13:00

Teaching Staff:

Prof. Tsfir Grebelsky

Course/Module description:

The workshop includes persuasive tactics both conscious and unconscious processes in order to influence audiences and individuals. At the structural level: the most influential structure of persuasive messages. At the communication level: the words and behaviors that influence decision making in cognitive, emotional and behavioral processes. The ways to create motivation for action, consent, and collaboration with people in personal and business contexts. At the theoretical level: the latest theories and studies in the field that explain the effectiveness of persuasion processes.

The art of persuasion and impression management include the cognitive, psychological, communicative and sociological theories. Analysis of the most effective structure appropriate to the human brain, the power of body language and nonverbal communication in persuasion. The choice of words and the power of words and sentences that influence decision-making, consensus building and drive for action and collaboration. The art of influencing the other. The workshop includes layers of applied experience alongside the latest academic theories and research in the field.

Course/Module aims:

In modern society in general and in contexts of conflict management in particular, the need for effective persuasion in diverse contexts is increasing. This workshop is designed to provide the students effective persuasion skills. The aim of the workshop will provide students with a theoretical foundation in the art of persuasion and impression management, including building a persuasive message, enhancing persuasiveness and influencing skills in interpersonal, mass media, social media and conflict management and resolution context.

Learning outcomes - On successful completion of this module, students should be able to:

1. The student will acquire the most recent theories of persuasion art and impression management.
2. The student will receive applied tools to improve personal persuasion and influence skills, persuasion techniques and skills to build an effective persuasive message.
3. The student will experience academic and applied exercises of persuasion, influence and impression management

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: This course is based on a unique interactive teaching methods. With the aim of giving students persuasive skills and the ability to persuade and manage an effective impression, the theoretical tools will also be practiced and applied to various persuasive situations and business, political and interpersonal impression management.

Course/Module Content:

1. Introduction:

The art of presentation and impression management

2. The process of persuasion:

Attention to the message

Understanding the message

Translation of the message to attitude:

Behavior and attitudes;

Self-presentation theory: Impression management

Self-perception theory

Self-justification theory: Cognitive dissonance

3. Persuasion strategies

Central strategy to persuasion

Systematic strategy to persuasion

4. Persuasion skills

The linear model for persuasion

The effect of the communicator

The content of the message

The channel of communication

The audience

Long-term strategies: Strengthening personal commitment

5. Persuasion techniques

The foot in the door phenomenon

The door in the face phenomenon

The low ball phenomenon

That's not all phenomenon

6. Social influence

7. Impression management and self-presentation

Authentic self-presentation

Strategic self-presentation

Impression construction

Schemes

Primary effect

Hello effect

Required Reading:

Grebelsky-Lichtman, T. (2021). *Discrepant Verbal-Nonverbal Profile Theory: Making Sense of Contradicting Messages in Interpersonal Communication*. In D. O. Braithwaite & P. Schrodt (Eds.) *Engaging Theories in Interpersonal Communication*, 3e, 143-157. Routledge

Grebelsky-Lichtman, T. (2017). *Female politicians: A mixed political communication model*. *The Journal of International communication*. doi: 10.1080/13216597.2017.1371625

Myers, D.G. (2010/2013) *Social Psychology*. New York: McGraw-hill.

Tsfati, Y., Markowitz-Elfassi, D., & Waismel-Manor, I. (2010). *Exploring the association between Israeli legislators' physical attractiveness and their television news coverage*. *International Journal of Press/Politics*, 15(2), 175-192.

Additional Reading Material:

Cialdini, R. B. (2008). *50scientifically proven ways to be persuasive*. Publisher: Free Press.

Hogan, K. (2008). *The science of influence*. Publisher: John Wiley & Sons.

Lakhani, D. (2008). *Subliminal persuasion*. Publisher: John Wiley & Sons.

Hogan, K. & Labay, M. L. (2008). *Irresistible attraction*. Publisher: Network 3000 Publishing.

Grading Scheme:

Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 100 %

Additional information:

The workshop is based on a unique and innovative teaching method based on interactive exercises, experiential demonstrations and applied experience that give an applied dimension in addition to the theoretical.

The course evaluation allows students an opportunity to build and present persuasive strategies to seniors.