

MCOM 341: Persuasion

[School of Journalism and New Media](#)

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in mass media. Students explore how communication helps form, transform, repair, maintain, and dissolve attitudes and behaviors.

3 Credits

Prerequisites

- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for MCOM 341

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

