

## **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

#### **Instruction Type(s)**

- Lecture: Lecture for MCOM 341

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

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

