Universitat de Lleida

DEGREE CURRICULUM
LANGUAGE AND PERSUASION

Coordination: MATEU SERRA, ROSA MARIA

Academic year 2022-23

Subject's general information

Subject name	LANGUAGE AND PERSUASION
Code	12354
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION

Typology	Degree	Course	Character	Modality
	Master's Degree in Applied Languages	1	OPTIONAL	Virtual learning

Course number of credits (ECTS)	5

Type of activity, credits, and groups	Activity type	PRAULA	TEORIA
	Number of credits	3.1	1.9
	Number of groups	1	1

Coordination	MATEU SERRA, ROSA MARIA
Department	CLASSICAL, FRENCH AND HISPANIC STUDIES
Teaching load distribution between lectures and independent student work	Hours of student dedication Percentage of dedication Reading materials and documentation 32 25.6% Carrying out individual activities 85 68% Participation in debates 5 4% Video tutorials 3 2.4 Total 125h 100%
Important information on data processing	Consult this link for more information.
Language	Spanish Catalan

LANGUAGE AND PERSUASION 2022-23

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MATEU SERRA, ROSA MARIA	rosamaria.mateu@udl.cat	5	

Subject's extra information

Reality is not how it appears, but how the human sender communicates it in writing or orally, and how the receiver perceives it. Man, for a long time, from the Greeks, has raised the need to communicate reality, both subjective and objective, through linguistic or paralinguistic mechanisms, or both at the same time. The pragmatic use of these ancient mechanisms is still valid if it is adapted to a current sociological, psychological, etc. When this communication is clothed in linguistic ornaments to convince the recipient, it becomes an art, the art of persuasion. When we want to attract his attention in a special way or, also, influence his will, changing the order of words or making use of communication mechanisms, we enter a mediated persuasion (press, radio, television). The reality, in short, are the words and the way how they are emitted by whom Homer described as "the man with an articulated voice." Outside of words there is no reality; even the world of the image needs an interpretation by means of a suitable linguistic code. Blind people walk towards reality through oral and written words, that is, Braille; likewise, deaf people. Hence the importance of knowing how to take advantage and use this tool that only the human being has in the world. To complete a vision of the aforementioned aspects, the subject will introduce notions involved with the world of persuasion, such as aspects of the communication process, the world of Pragmatics and the world of Rhetoric, as well as the set of elements that make language, both verbal and non-verbal, work as a persuasion mechanism.

Analyzes will be carried out in different persuasive fields that also make use of this mechanism and, therefore, students will be asked for the practical development of this virtue that the human linguistic brain possesses per naturam and for appropriate academic training, to activate the ability to communicate ideas , projects, knowledge, cultural and scientific elements, etc.

This optional subject is especially aimed at students interested in the study of communication, both verbal and non-verbal, who have not previously taken subjects related to the field of rhetoric and pragmatics.

Learning objectives

1. –Observe and recognize the pragmatic mechanisms of human communication and the sphere of conversation.

2. –Use both verbal and non-verbal persuasive communication tools in different contexts.

3. - To point out how, starting from classical culture, man discovers for the first time the power of the word as a means of communication, but above all of persuasion.

4. –Know the main pragmatic theories and get started in the field of cyberpragmatics.

Competences

GENERAL

-Acquire and learn knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

-Know how to apply the knowledge acquired and have the ability to solve problems in new or unknown environments within broader (or multidisciplinary) contexts related to their area of study.

-know how to communicate conclusions- and the knowledge and ultimate reasons that support them- to specialized

and non-specialized audiences in a clear and unambiguous manner.

-Be able to work in a team and resolve possible conflicts.

SPECIFICS

-Integrate linguistic knowledge with those of other disciplines.

-Implant the new information and communication technologies in the fields of teaching, linguistic correction, terminology and intercultural communication.

-Plan and manage linguistic diversity and intercultural communication situations.

-Develop strategies and techniques applied to the description and understanding of linguistic uses.

Subject contents

Module I: Areas of persuasive communication: communication, rhetoric and pragmatics, persuasion and seduction

Unit 1: What we understand by communication

Unit 2: The pragmatic perspective. Intercultural pragmatics

Unit 3: Pragmatics and persuasion

Module II: Communication and persuasion in everyday life

Unit 4: Interpersonal rhetoric

Unit 5: Linguistic mechanisms of persuasion

Unit 6: Non-verbal communication, silence and persuasion

Unit 7: Misunderstandings

Module III: Main Pragmatic Theories

Unit 8. Ancient rhetoric

Unit 9: The theory of speech acts. The Principle of Cooperation

Unit10. Communicative courtesy.

Unit 11. Cyberpragmatics.

Methodology

1. Main learning tools:

-Theoretical introduction and presentation of concepts, mainly through reading the bibliography corresponding to each module and carrying out the corresponding activities.

-Participation in the virtual debate

-Comment of texts

The basic work methodology focuses on reading the indicated reference documents and sources. Once the consultation materials have been read, the students will be able to carry out the proposed activities.

2. Distribution of information in the virtual space and forms of communication:

-In the Resources space, the subject materials are arranged, so that the folder for each of the three modules contains the following information:

-Index

-Module objectives

-Module documentation

-Contents distributed by topics

- Mandatory consultation / reading documents for each module.

-In the Activities area, the documents corresponding to the compulsory activities of the subject (a total of five activities) are included. - Five in total have to be carried out, all of them compulsory. - Apart from carrying out these activities, interventions in the proposed debates are also mandatory.

In the Debate space, the slogans appear to intervene in the debate.

The Mail space will be the mode of communication that will be used between the teaching staff and the students, as well as between the teacher and an individual student in cases where privacy is deemed necessary.

It is advised that the teacher's external mail is not used except in those cases where it is absolutely necessary.

the Announcements space, the teacher may indicate incidents related to the subject that are not directly related to the contents.

Development plan

Start session:20/2/2023

Spring Break: 3/4/2023-10/4/2023

End of semester: 5/6/2023

SUBJECT DEVELOPMENT PLAN

Module I Start: 20/2/2023

End: 14/3/2023

Topic 1: 20/2-26/2 2023

Topic 2: 27/2-5/3 2023

Topic 3: 6/3-12/3 2023

Activity 1 delivery date: 13/3/2023

Module II

Start:14/3/2023

End: 16/4/2023

Topic 4 and 5: 15/3-27/3 2023

Topics 6 & 7: 5/4-17/4 2023

Delivery date activities:

-Activity 2: 27/3/2023

-Activity 3: 18/4/2023

Module III

Start: 18/4/2023

End: 5/6/2023

Topic 8: 18/4-24/4 2023

Topic 9: 25/4-1/5 2023

Topic 10: 2/5-15/5 2023

Topic 11: 16/5-29/5 2023

Delivery date activities:

-Activity 4: 16/5/2023

Activity 5: 5/6/2023

Evaluation

Activities	Evaluation value	Hours of dedication
1	15%	15
2	15%	15
3	25%	25
4	20%	15
5	15%	15
Videotutorials	0%	2

Participation in the forum	10%	5
Readings		33
TOTAL	100%	125

To obtain the final grade, all activities must have been delivered.

Continuous evaluation is applied, so that the note of an activity can compensate that of another. Consequently, no activity can be retrieved.

If plagiarised material is detected, we will apply what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees'.

In the event of plagiarism, the provisions of the 'Regulations for Assessment and Qualification of Teaching in Bachelor's and Master's Degrees at the UdL' will apply. Information on data protection in audiovisual recording in the subject of Language and persuasion In accordance with current regulations regarding the protection of personal data, we inform you that: - The person responsible for the recording and use of the image and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).

- The recorded images and voices will be used exclusively for the purposes inherent to the teaching of the subject. - Recorded images and voices will be kept until the end of the current academic year, and will be destroyed under the terms and conditions provided in the regulations on conservation and elimination of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat of Catalonia (http://www.udl.cat/ca/serveis/arxiu/). - Voices and images are essential to teach in this subject, and teaching is a right and a duty of university teachers, who must exercise academic freedom, as provided for in article 33.2 of Organic Law 6/2001 , of December 21, of universities. For this reason, the UdL does not need the consent of the students to record their voices and images for this exclusive purpose, that of teaching this subject. - The UdL will not transfer the data to third parties, except in the cases strictly provided for in the Law. - The student can access their data, request its rectification, deletion or portability, oppose the treatment and request its limitation, provided that it is compatible with the purposes of teaching, by writing to the address dpd@udl.cat. You can also file a claim addressed to the Catalan Dades Protection Authority, through the Authority's electronic headquarters (https://seu.apd.cat) or by non-electronic means. -Remember that the recordings and other contents of the CV are protected by the intellectual and industrial property rights of the University of Lleida, in accordance with the clause included in the "Legal Notice", visible on all websites owned by the UdL.

Bibliography

Main bibliography:

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Direcciones de interés y revistas

-http://www.ucm.es/info/circulo *Círculo de Lingüística aplicada a la comunicación*

-Journal of Pragmatics

-Pragmalingüística