

DEPARTMENT OF PSYCHOLOGY

M.A. Psychology

Structure-I (2- Year PG Program)

SKILL ENHANCEMENT COURSE

SEMESTER II

SEC 201: PERSUASION SKILLS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITE OF THE COURSE

Course Title & Code	Total Credits	Credit distribution of the course			Eligibility Criteria/ Prerequisite
		Lecture	Tutorial	Practical	
SEC 201 Persuasion Skills	2	1	0	1	Graduate in any discipline

Credit: 2 (1 Lecture + 1 Practical)

Course Objectives:

- To understand various psychological principles underlying the process of persuasion and influence.
- To develop skills of persuasion and identifying persuasion that is desirable.

Course Contents:

- **Unit 1: Persuasion:** Interpersonal Persuasion and Persuasion in other contexts; Theoretical Orientations; Role of self-autonomy; locus of control; context types; Rule incompatibility. **(10 Hours)**
- **Unit 2: Persuasion Skills across Context:** Source credibility; personality and persuasion; cognitive complexity; counterarguing; expectation violation; message variables; emotions and persuasion, persuasion skills and consumer behavior, persuasion and negotiation. **(10 Hours)**

Suggested Readings:

1. Andersen K. E. (1971) Persuasion: Theory and Practice. Allyn and Bacon Publisher
2. O'Keefe D. J. (2015) Persuasion Theory and Research. SAGE Publications, Inc; Third edition
3. Putnam L. L. and Roloff M. E. (1992), Communication and Negotiation. Sage Publication.
4. Berry, M. (2022). The Psychology of Persuasion. Notion Press.
5. Roloff M. E. and Miller G. R. (1980), Persuasion: New Directions in Theory and Research. Sage Publication.