

Courses in foreign languages

Academic year	2024-2025
Area subject code	05.8
Title of course	Social influence
Level	I (undergraduate – B.A.) and II (postgraduate – M.A.)
Time of implementation	1st (winter) semester
Number of hours	30
ECTS	6
Lecture(s) (name and last name)	Ariadna Ciężela
Title/position	Dr
Affiliation (Institute, division)	Institute of Human Development Support and Education
Course description (up to 600 words)	<p>The seminar is dedicated to selected aspects of social psychology. The purpose of the course is to familiarize the students with the basic psychological mechanisms of social influence, to help them understand the processes of interaction in a group and mechanisms of interaction with the authorities, as well as to recognize techniques of social influence. The focus of the course will be not only on theoretical basics, but also on techniques of social influence used in practice. The most important psychological studies and experiments on social influence will be presented.</p> <p>The following issues will be discussed during the course: conformity, obedience to the authorities, group processes, techniques of social influence, verbal methods of persuasion, social influence in religious sects, methods of propaganda in totalitarian regimes, methods of social influence in advertising, social influence in media, methods of promotion of political parties, subliminal perception.</p>
Required readings	<p>Brown R. (2000), Group processes: dynamics within and between groups, Oxford: Blackwell Publishing.</p> <p>Cialdini R. B. (2001), Influence : science and practice, Boston: Allyn & Bacon.</p> <p>Pratkanis A. R., Aronson E. (2002), Age of Propaganda: the everyday use and abuse of persuasion, New York: Henry Holt and Company.</p>
Teaching methods	Presentation, discussion, text analysis
Prerequisites	-
Assessment	<p>Active participation during the classes</p> <p>Written assignment</p>

Teaching language	English
Contact person for further information (name, e-mail, phone)	Ariadna Ciężela adciazela@aps.edu.pl