The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC2022
Subject Title	Persuasive Communication
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Co-requisite: LEI1101 or LEI1102
Objectives	This subject aims to help students become more persuasive communicators in a variety of contexts that they may encounter at university and in the workplace.
Intended Learning Outcomes *(Note 1)*	By the end of the subject, students should be able to communicate effectively in an English-medium environment through: a) writing persuasive texts intended for a variety of audiences b) communicating persuasively in oral contexts c) making persuasive arguments in formal discussions To achieve these outcomes, students are expected to use language and text structure appropriate to the context, select information critically, and present and support stance and opinion.
Subject Synopsis/ Indicative Syllabus *(Note 2)*	1. Preparing for effective persuasion Assessing the situation; selecting relevant content; organising ideas and information; selecting an appropriate tone, distance and level of formality~~;~~ to support the communication of messages. 2. Persuasion through writing Developing and practising appropriate language, tone, style and structure; achieving cohesion and coherence. 3. Persuasion through speaking Developing and practising appropriate verbal and non-verbal skills for persuasive oral communication; improving and extending relevant pronunciation features, including articulation, pausing, intonation, word stress and sentence stress.
Teaching/Learning Methodology *(Note 3)*	The study method is primarily seminar-based. Activities include teacher input individual and group work involving reading and appreciating texts, discussions and presentations of ideas. Learning materials developed by the English Language Centre are used throughout the course. Students will be referred to learning resources on the Internet and in the ELC's Centre for Independent Language Learning. Additional reference materials will be recommended as required. Students' personal integrity in the fast-changing technological landscape is also nurtured.

	In addition, the course incorporates the structured use of artificial intelligence (AI) to support students' development as persuasive communicators in both written and oral contexts. Students engage with AI tools to support idea generation, audience analysis, planning, drafting and refinement of persuasive texts and presentations. They are guided in developing and refining AI-supported approaches to reading, argumentation and rhetorical strategy. Emphasis is placed on the critical evaluation of AI-generated content, including its accuracy, bias, assumptions and rhetorical effectiveness. Students are expected to use AI responsibly and transparently, with attention to verification of sources, appropriate attribution, plagiarism awareness and data privacy. Reflection on the use of AI is embedded throughout the course to ensure that students maintain authorial voice, credibility and academic integrity while making informed use of technological support.

Assessment Methods in Alignment with Intended Learning Outcomes

(Note 4)

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c			
1. Persuasive written text	40%	✓					
2. Speech	30%		✓				
3. Debate	30%		✓	✓			
Total	100 %						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Assessment 1 concentrates on persuasive writing. Assessment 2 is an individual speech. Assessment 3 examines a different aspect of persuasion, the debate.

Student Study Effort Expected

Class contact:	
▪ Seminars	39 Hrs.
Other student study effort:	
▪ Self study/preparation	78 Hrs.
Total student study effort	117 Hrs.

Reading List and References

Required readings

ELC-provided subject materials.

Recommended references

Breaden, B. L. (1996). *Speaking to persuade.* Fort Worth, TX: Harcourt Brace College.

Covino, W.A. (1998). *The elements of persuasion.* Boston: Allyn and Bacon.

Edwards, R. E. (2008). *Competitive debate: The official guide.* New York: Alpha Books.

	Leanne, S. (2008). *Say it like Obama: The power of speaking with purpose and vision.* New York: McGraw Hill. Rogers, W. (2007). *Persuasion: messages, receivers, and contexts.* Lanham, MD: Rowman & Littlefield Publishers. Stiff, J. B. (2003). *Persuasive communication* (2nd ed.). New York: Guilford Press.

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