

Study Programme: Communication studies
Course Unit Title: Protocol and Persuasive Skills
Course Unit Code: 21ZM013
Name of Lecturer(s): Full-time Professor Dejan Pralica, PhD
Type and Level of Studies: Master Academic Degree
Course Status (compulsory/elective): Elective
Semester (winter/summer): Summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): Face-to-face
Number of ECTS Allocated: 3
Prerequisites: None
<p>Course Aims:</p> <p>Introduction to the general characteristics and types of protocols; introduction to the models of organizing domestic and international conferences; introduction to the different types of persuasive skills; gaining insight into different strategies and methods of persuasion, assurance and lobbying; enabling students to decode manipulative situations.</p>
<p>Learning Outcomes:</p> <p>Mastery of basic knowledge about different types of protocols and persuasive skills; ability to conduct protocols; students' ability to organize different types of domestic and international conferences and public events; ability to properly apply persuasion strategies; understanding the meaning of colors in persuasion strategies; ability to make a convincing public appearance in the media and at various gatherings and events.</p>
<p>Syllabus:</p> <p><i>Theory</i></p> <p>Introduction to the basic concept of protocol and types of protocols; Types and structures of conferences; Conference organization and protocol; Titles, forms and addresses; The relationship between protocol and the media: Introduction to the basic concepts of persuasion in business communication; Strategies and methods of manipulation; Strategies and methods of persuasion and assurance; Strategies and methods of lobbying; Decoding the manipulation; Acquaintance with non-verbal signs of lying; Use of colors and their suggestiveness in public performance; Media persuasion skills.</p> <p><i>Practice</i></p> <p>Business tasks in the protocol service; Simulation of organizing different types of conferences; Simulation of protocols in diplomatic and consular representation; Recognition of different types of lobbying, manipulation and persuasion strategies; Recognizing signs of lying; Simulation of a convincing performance in the media;</p>

Analysis of seminar papers.

Required Reading:

Borg, James (2007). *Persuasion: The Art of Influencing People: The Art of Influencing People*. New Jersey: FtPress.

Fexeus, Hernik (2019). *The Art of Reading Minds: How to Understand and Influence Others Without Them Noticing*. New York: St. Martin's.

Pocket Mentor Series (2008) . *Persuading People*. Harward Bussines Boston: Press.

Voss, Kriss & Raz, Tahl (2016). *Never Split the Difference: Negotiating As If Your Life Depended On It*. New York: Harper Collins.

Zhou, Jiali & Zhang, Guobin (ed.) (2022). *A Study of Diplomatic Protocol and Etiquette: From Theory to Practice*. Singapore: Springer .

Weekly Contact Hours: 2 x 45 min.

Lectures: 15

Practical work:

Teaching Methods:

Lectures and students group work

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	5	written exam	
Practical work	30	oral exam	30
Preliminary exam(s)		
Seminar(s)	35		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.