

Persuasive Communication

Fall 2012

INSTRUCTOR: Dr. Barbara J. Tarter (tarterb@marshall.edu)

Classroom: **On-Line Course**

Main Office: Smith Hall 257 (304) 696-6786

Personal Office: Smith Hall 271 Phone: (304) 696-2700

Time	Monday	Tuesday	Wednesday	Thursday
10:00-11:00				
11:00-12:00				
12:00-1:00			Office	
1:00-2:00	Office	Group Communication 12:30-1:45 315 Room: SH 261	12:00-1:00 May have faculty meeting in main office	Group Communication 12:30-1:45 315 Room: SH 261
2:00-3:00	Persuasion 308 2:00-3:15 Room: SH 263	First Year Seminar 2:00-3:15 Room: SH 263	Persuasion 308 2:00-3:15 Room: SH 263	First Year Seminar 2:00-3:15 Room: SH 263
3:00-4:00		Office 3:15-4:30		Office 3:15-5:00 * The Faculty Senate will meet on September 27, 2012, October 18, 2012, November 15, 2012, December 13, 2012 at 4:00 p.m. in Room BE5 in the Memorial Student Center:
4:00-5:00				
5:00-6:00				
6:00-7:00	Office 6:00-9:00	Tri-State Literacy Tutor Cabell County Library 6:30-8:30		
7:00-8:00				
8:00-9:00				

Course Description: Introduction to the understanding, practice and analysis of persuasion. Behavioral and rhetorical theories of persuasion will be examined and applied to contemporary persuasive communications. (PR: CMM 103, 104H, 207, 305 or YGS 161) (3 credit hours)

Textbook: Borchers, T.A. (2005) *Persuasion in the Media Age*, 2nd edition. New York: McGraw Hill.; Reissued by Waveland Press in 2011.

Title	Persuasion in the Media Age, 2nd edition
Author(s)	Timothy A. Borchers
Publisher	Waveland Press, Inc.
Edition	2nd edition
ISBN	1-57766-767-0



Other materials needed for the course include:

Access or purchase of the movie *Wag the Dog* starring Dustin Hoffman, Willie Nelson, Woody Harrelson, and Robert De Niro (1998)—The video can be purchased for around \$7.00.

The Textbooks may be ordered online at the Marshall University Bookstore
http://www.marshall.edu/msc/MU_Bookstore/mu_bookstore.html

Objectives/Expectations:

Number of hours per week required to successfully complete the course.

Online: 3 hours per week

Offline: 4-6 hours per week

Computer Requirements:

Requirements for a MUOnline course, Hardware/Software Check, and Plugins may be found at
http://www.marshall.edu/muonline/computer_requirements.asp

ServiceDesk – for assistance needs

<http://www.marshall.edu/ucs/cs/helpdesk/>

FAQ – Frequently Asked Questions

<http://www.marshall.edu/muonline/technicalfaq.asp>

COURSE OBJECTIVES

Degree Profile Outcomes

1. Knowledge: Specialized Knowledge
2. Knowledge: Broad Integrative Knowledge
3. Intellectual Skills: Analytic Inquiry
4. Intellectual Skills: Use of information resources
5. Intellectual Skills: Engaging diverse perspectives
6. Intellectual Skills: Quantitative fluency
7. Intellectual Skills: Communication fluency
8. Applied Learning
9. Civic Learning

Program Student Learning Outcomes

1. Understand the basic concepts associated with the primary theories of communication.
2. Write a clear, concise, and reasoned paper on topics dealing with the concepts of communication.
3. Understand the research literature underlying the discipline of communication.

4. Demonstrate speaking competencies by composing a message and providing ideas and information suitable to the theory and audience.
5. Basic understanding of the nature of scientific inquiry, as applied to human behavior.
6. Familiarity with the four research methods commonly used to study human communication behaviors.
7. Greater skill in analytical thinking and writing.
8. Demonstrate “sense-making,” the ability to apply knowledge to lived experience.

Relationships among Course, Program, and Degree Profile Outcomes

Course Outcomes Students will . . .	How Accomplished in this Course	How Evaluated in this Course	Program Outcomes	Degree Profile Outcomes
Explore the effect of different communication mediums on persuasion.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Discussion Questions; Solar Flare Exercise; Artifact Analysis</i>	1,2, 3,7	2, 3,8
Analyze the effect of the media and other persuasive forms on our thoughts, attitudes, beliefs and values.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Political Analysis, Discussion Questions</i>	1,3,5,7,8	1,2,3,4,5,8
Increase the ability to critically examine persuasive messages.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Artifact Analysis; Discussion Questions</i>	1,2,3,4,5,7,8	1,2,3,4,5,7,8,9
Explore the ethical and unethical use of persuasion.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Discussion Questions</i>	1,2,3,4,5,7,8	2,3,4,5,6,9
Examine the use of language, visual images and other strategies of persuasion as they affect our perceptions	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Artifact Analysis; Resume & Cover Letter; Discussion Questions; Political Analysis</i>	1,2,3,4,5,7,8	1,2,3,4,5,7,8,9
Demonstrate an appropriate understanding of the impact of different motivational appeals on specific audiences.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Resume & Cover Letter; Discussion Questions; Political Analysis</i>	1,2,3,4,5,6,7,8	1,2,3,4,5,7,8,9
Accurately apply persuasive theories to specific artifacts.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Artifact Analysis; Discussion Questions</i>	1,3,4,5,6,7	1,2,3,4,5,7,8
Recognize the impact of persuasive messages on our perceptions of the culture, government, ethics, beauty, and other elements of everyday life.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Artifact Analysis; Resume & Cover Letter; Discussion Questions</i>	1,2,3,4,5,7	1,2,3,4,5,7,8

CLASS ASSIGNMENTS

DUE DATES: Assignments may be completed in advance of the due date but the assignments **will not** be accepted after the due date. Please keep up with the semester as it will go very fast. Late assignments will simply receive a grade of "0".

COPIES OF ASSIGNMENTS: It is a good college practice to always keep copies of your work, both before and after grading.

STUDENTS with DISABILITIES: Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities. University policy states that it is the responsibility of students with disabilities to contact the Office of Disabled Student Services (DSS) in Prichard Hall 117, phone 304 696-2271 to provide documentation of their disability. For more information, please visit <http://www.marshall.edu/disabled> or contact Disabled Student Services Office at Prichard Hall 11, phone 304-696-2271.

ACADEMIC DISHONESTY

Plagiarism: Copying another's work without proper citation of the source constitutes plagiarism. Plagiarism in any form will not be tolerated. A student that is found plagiarizing another's work will automatically receive an "F" in the course and may be subject to further university discipline.

Cheating: According to university policy, cheating is defined as the use of any unauthorized materials during an academic exercise to include notes, study aids etc. Cheating also includes the viewing of another person's work or securing any part of an assignment or examination in advance of distribution by the instructor. Cheating will not be tolerated in this class and will result in an automatic "F" for the class and the possible recommendation of suspension or expulsion from the university.

OTHER UNIVERSITY POLICIES

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at http://www.marshall.edu/academic-affairs/?page_id=802

Students with Disabilities | Affirmative Action | Computing Services Acceptable Use | Dead Week| Excused Absences (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert |Academic Dismissal| Academic Forgiveness | Academic Probation and Suspension| Academic Rights and Responsibilities of Students| Sexual Harassment

COURSE REQUIREMENTS

Most assignments will include on-line rubrics that will be used to determine your grade. A review of these rubrics should improve your performance on each assignment.

SOLAR FLARE - Could You Survive - The purpose of this assignment is to consider how your life might be different in the event of a Solar Flare that might wipe out all technology. In a three page double-spaced paper, answer the question: What would your life look like in the advent of a Solar Flare that destroyed all technology? The assignment should be submitted electronically by **SEPTEMBER 7, 2012. (10%)**

Persuasive Artifacts – The purpose of this assignment is to determine the prevalence of persuasive communication theory in the variety of artifacts that we encounter every day. Students should attempt to find artifacts that specifically illustrate the following theories. The theory should be briefly explained, the artifact

offered and then a connection made between the theory and the artifact chosen. Artifacts may include any type of persuasive message to include such things as billboards, newspaper stories, public speeches, magazine advertisements, pop-up advertisements, television commercials, etc. Students should provide as much information as possible for each artifact; non-print artifacts may be described in detail.

	Theory Definition	Artifact	Medium	Rationale for Choosing this Artifact –How does this artifact illustrate the theory?
Aristotle Inductive Reasoning				
Aristotle Deductive Reasoning				
Aristotle – Ethos/Pathos/Logos				
Cognitive Dissonance Theory				
Problematic Integration Theory				
Elaboration Likelihood Model				
Symbolic Convergence Theory				
Uses and Gratification Research				
Cultivation Analysis				
Agenda-Setting Theory				
Semiotics				

The assignment will be graded based on the following criteria: 1) clear understanding of the specific theory, 2) appropriate choice of an artifact to represent the theory, 3) strong rationale for connecting the theory to the artifact chosen, 4) correct identification of medium, 5) a variety of artifacts chosen so that all of the examples are not primarily found in one medium, and 6) a lack of typographical and grammatical errors. The assignment should be submitted electronically by **SEPTEMBER 21, 2012. (15%)**

Midterm Exam: Exams will consist of ten essay questions that have been provided during the lesson as either discussion questions or questions for you to consider in the general Unit Discussion. The Midterm Exam must be submitted electronically by **OCTOBER 19, 2012. (15%)**

Political Analysis -- The purpose of this assignment is to compare and contrast the persuasive messages of two candidates of your choice, in an eight (8) to ten (10) page paper. Any supporting material should be contained in an appendix. All sources utilized should also be noted at the end of the document. You might choose to use campaign brochures, television advertisements, candidate debates, candidate speeches, and/or candidate websites. Be prepared to discuss your findings in class.

The textbook says that "because a persuader's image is contrived and is filtered by media, audience members should see it as a highly suspect form of proof." What message is each candidate trying to convey? How is their credibility portrayed? What is their major persuasive message? How does each candidate adapt their message to the particular audience? How do the candidates use impression management? How do the candidates attempt to destroy the other candidate's image? Has either of the candidates had to use image repair strategies? What were they and did they work? How do the candidates strategically use language? How do the candidates use nonverbal communication? How do the candidates use motivational appeals? What logical arguments do the candidates make? Are there fallacies in the arguments presented? Given your analysis, which candidate would you vote for and why?

The assignment will be graded based on the following criteria: 1) thoroughness of the review of each candidate, 2) lack of bias in the overall evaluation of political artifacts, 3) adequate support for the conclusions drawn regarding each candidate, 4) organizational structure, 5) clear understanding of the appropriate theory, 6) inclusion of theory where applicable, 7) completeness of the theory definition and artifact description, and 8)

a lack of typographical and grammatical errors. The assignment should be submitted electronically by **NOVEMBER 9, 2012. (15%)**

Cover Letter/Resume: This assignment is to give you the background for developing an effective resume and cover letter. Specifically, the resume and cover letter should reflect the specific audience, enhance your image management, utilize motivational arguments that would persuade your audience, and integrate logical reasoning where appropriate. The assignment should be submitted electronically by **NOVEMBER 30, 2012. (10%)**

Discussion Links I & II:

Students will receive a grade based on the quality and quantity of their responses to the discussion questions throughout the semester. **(2 @ 10%)**

Final Exam: Exams will consist of ten essay questions that have been provided during the lesson as either discussion questions or questions for you to consider in the general Unit Discussion. The assignment should be submitted by **DECEMBER 14, 2012. (15%)**

EVALUATION

	Percent	Due Date
Solar Flare – Could You Survive	10%	September 7, 2012
Persuasive Artifacts	15%	September 21, 2012
Midterm Exam	15%	October 19, 2012
Discussion Links I (Units 1-7)	10%	October 19, 2012
Political Analysis	15%	November 9, 2012
Cover Letter/Resume	10%	November 30, 2012
Discussion Links II (Units 8-14)	10%	December 14, 2012
Final Exam	15%	December 14, 2012
TOTAL:	100%	

< September 2012 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7 <u>12:00 AM Solar Flar</u>	8
9	10	11	12	13	14	15
16	17	18	19	20	21 <u>12:00 AM Persuasi</u>	22
23	24	25	26	27	28	29
30						

< October 2012 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19 <small>12:00 AM Midterm E</small>	20
21	22	23	24	25	26	27
28	29	30	31			

***Please note that Discussion Links 1-7 must be complete by the midterm (October 19, 2012).**

< November 2012 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9 <small>12:00 AM Political A</small>	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30 <small>12:00 AM Cover Le</small>	

< December 2012 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14 12:00 AM Final Exam	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

***Please note that Discussion Links 8-14 must be complete by the final exam (December 14, 2012).**