

# Persuasive Communication

Fall 2013

MWF 10:00-10:50 Section 101

**INSTRUCTOR:** Deborah Adkins (adkins654@marshall.edu)

**Classroom:** Smith Hall 232

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

**Instructor Office:** Smith Hall 249 Phone: (304) 696-2805

**Office Hours:** M 9:30-10:00, 11-11:45, 2:00-3:00  
T 10:30-11:00, 2:00-3:00  
W 9:30-10:00, 11-11:45, 2:00-3:00  
TR 10:30-11, 2:00-2:30

All other times by appointment and or via email

**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, 3<sup>rd</sup> edition. New York: McGraw Hill.

## 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

<b>Course Outcomes</b> Students will . . .	<b>How Accomplished in this Course</b>	<b>How Evaluated in this Course</b>	<b>Program Outcomes</b>	<b>Degree Profile Outcomes</b>
Explore the effect of different communication mediums on persuasion.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Campaign Presentation; Artifact Analysis; Campaign Analyses</i>	1,3,7	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; Campaign Presentation; Campaign Analyses</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</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; Campaign Presentation; Campaign Analyses</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; Campaign Presentation; Artifact Analysis; Campaign Analyses</i>	1,2,3,4,5,7,8	1,2,3,4,5,7,8,9
Demonstrate the ability to successfully develop a persuasive campaign using the theories of persuasion.	<i>Textbook; Class Discussions; Exercises</i>	<i>Campaign Presentation; Campaign Analyses</i>	1,2,3,4,6,7,8	1,2,3,4,5,6,7,8,9
Demonstrate an appropriate understanding of the impact of different motivational appeals on specific audiences.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Campaign Presentation; Campaign Analyses</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</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</i>	1,2,3,4,5,7	1,2,3,4,5,7,8

## CLASS POLICIES

**DUE DATES:** Assignments are due by start of class on the day the assignment is due. If the assignment requires you to submit by email or on blackboard, you should receive an acknowledgement within 48 hours of when the assignment is received, unless it arrives over a weekend and then it may be a little longer. Please make sure that all assignments are sent to [adkins654@marshall.edu](mailto:adkins654@marshall.edu) or put in my mailbox in 257 Smith Hall when either option is available.

**LATE ASSIGNMENTS:** The semester will move very fast and it is difficult to stay on track unless you follow the syllabus closely. Assignments not received by the due date will be subject to a reduced grading scale. Assignments will not be accepted more than one class period late without special permission from the instructor.

**COPIES OF ASSIGNMENTS:** It is a good college practice to always keep copies of your work, both before and after grading, in case the assignment is accidentally misplaced by the instructor. Sorry, we make mistakes too!☺

**ATTENDANCE:** Attendance is **required** for the course. A student that misses more than two unexcused absence\* **may** start to lose a percentage of their final grade according to the following scale:

3 Unexcused Absences may result in one entire final grade reduction

4 Unexcused Absences may result in two entire final grade reductions

5 Unexcused Absences may result in three entire final grade reductions

A student that acquires 6 unexcused absences or that misses the equivalent of three weeks of the class will receive a failing grade for the course.

\*Please see the university catalog for the definition of excused and unexcused absences.

**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.

## CLASSROOM RESPECT

**Tardiness:** Given the nature of the class, it is important that you arrive to class on time. Late arrivals can significantly distract the speaker resulting in an unfair grade for their performance. If you must arrive late during a performance day, please wait until the speaker has sat down before entering the classroom.

**Cell Phones:** Please make sure that all cell phones are turned off before class starts. If you have an emergency call that you are expecting, please let the instructor know prior to the start of class.

**Text Messaging:** Please refrain from texting others during class time. This is extremely distracting and disrespectful to the instructor and to other speakers who expect your attention. If this becomes an issue, you may be dismissed from the classroom and receive a zero for any group or classroom activity that day.

**Laptops:** Feel free to bring a laptop to take notes during class BUT other uses of the computer such as e-mailing friends, gaming, or surfing the WEB for unrelated class material, may result in class dismissal.

**Behavior/Respect:** This nature of this class requires you to have an opinion and to be able to articulate it; however, you are expected to be respectful to the instructor and your classmates when expressing yourself. I have very strong opinions on a wide variety of subjects and because of the nature of the class, will express

them. You do not have to agree, but you must treat every person, if not their opinion, with respect. There is no reward for agreeing with me and no penalty for disagreeing.

### 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](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

This is the only paper copy of the syllabus that will be distributed. Additional copies can be found online on the Communication Studies website.

(<http://www.marshall.edu/commstu/commstu/Resources.html>)

**This syllabus is not considered a legal document and is subject to change as circumstances dictate. This is especially true when weather conditions dictate alterations in schedules and assignments. \*\***

## TENTATIVE CLASS SCHEDULE \*

DATE	Discussion	Assignment—Please read the assignment before the class.
<b>Week One</b> <b>August</b> <b>M 26</b> <b>W 28</b> <b>F 30</b>	Introduction to the course and to the Definition of Persuasion in the Media Age Historical and Contemporary Persuasion <b>Free Friday</b>	<b>Chapter 1</b> <b>Assign: Campaign Group Selection 9/6</b> <b>Persuasive Artifacts 9/11</b>
<b>Week Two</b> <b>September</b> <b>M 2</b>	<b>Labor Day - University Closed</b>	
<b>W 2</b> <b>F 6</b>	Persuasion Theories Applying Theory to “real life”	<b>Chapter 2</b> <b>Assignment Due: Campaign Groups</b> <b>Assign Persuasive Analysis #1 9/4</b>
<b>Week 3</b> <b>M 9</b> <b>W 11</b> <b>F 13</b>	“An Ethical Look at Persuasion” Persuasion & Ethics in the Media Age <b>Discuss Artifacts</b>	<b>Chapter 3</b> <b>Assignment Due: Persuasive Artifacts</b>
<b>Week 4</b> <b>M 16</b> <b>W 18</b> <b>F 20</b>	“Adapting to an Audience”  <b>Audiences and Attitudes</b> <b>Media Influences on Persuasion</b>	<b>Assignment Due: VALS Survey</b> <a href="http://www.strategicbusinessinsights.com/vals/surveynew.shtml">http://www.strategicbusinessinsights.com/vals/surveynew.shtml</a> <b>Chapter 5 Survey Due</b> <b>Chapter 4</b>
<b>Week 5</b> <b>M 23</b> <b>W 25</b> <b>F 27</b>	Visuals and Media Images Media Role in Perception/Propaganda <b>Free Friday</b>	<b>Assignment Due: Persuasive Artifacts</b> <b>Chapter 6</b>
<b>Week 6</b> <b>M 20</b> <b>October</b> <b>W 2</b> <b>F 4</b>	The Power of the Word Persuasion and Language <b>Oral Discussion of Student Analysis</b>	<b>Chapter 7</b>  <b>Assignment Due: Persuasive Analysis #1</b>
<b>Week 7</b> <b>M 7</b> <b>W 9</b> <b>F 11</b>	<b>Oral Discussion of Student Analysis</b> Persuasion and Culture	<b>Chapter 8</b>
<b>Week 8</b> <b>M 14</b> <b>W 16</b> <b>F 18</b>	Culture/Exam Review <b>Midterm Exam</b> <b>Free Friday</b>	<b>Assign Persuasive Campaign 12/2</b> <b>(all papers due first day)</b> <b>Midterm Exam (chapters 1-7)</b>
<b>Week 9</b> <b>M 21</b> <b>W 23</b> <b>F 24</b>	The Persuasiveness of the Sources Image & Credibility The Reasoning Process	<b>Chapter 9</b> <b>Assign Persuasive Analysis #2 11/11</b> <b>Chapter 10</b>
<b>Week 10</b> <b>M 28</b>	Fallacies Interpersonal Persuasion	

W 30 November F 1	Motivational appeals	Chapter 11
Week 11 M 4 W 6 F 8	Persuasive Campaigns & Movements Advertising Free Friday	Chapter 12 Chapter 13
Week 12 M 11 W 13 F 15	<i>Oral Discussion of Student Analysis</i> <i>Oral Discussion of Student Analysis</i> <i>Free Friday</i>	Assignment Due: <b>Persuasive Analysis #2</b>
Week 13 M 18 W 20 F 22	Interpersonal Persuasion Creating Persuasive Presentations	Chapter 14 Chapter 15
November 20-30	Thanksgiving Break – No Classes	
Week 14 December M 2 W 4 F 6	Persuasive Campaign Presentations	All Campaign papers due 12/2 Oral presentations of campaign analysis
Final Exam –Monday December 9, 2012	SH 236 10:15-12:15	Final Exam (Chapters 8-15)

*\*The syllabus is subject to change based on the needs of the class and the instructor.*

<b>Points Possible:</b>	<b>Assignments:</b>
10	Campaign Description
50	Persuasive Artifacts
10	Oral Discussion
10	VALS Survey & Discussion
30	Journal
100	Persuasive Analysis #1
10	Oral Discussion (worth 10 points of the assignment)
50	Midterm Exam
100	Persuasive Analysis #2
10	Oral Discussion (worth 10 point of the assignment)
100	Campaign Analysis
20	Oral Presentation
100	Final Exam

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600 – 540 A  
539 – 480 B  
479 – 420 C  
419 – 360 D  
359 – 0 F

