

Marshall University

Course Title/Number	Persuasion/CMM 308
Semester/Year	Spring 2014
Days/Time	Tuesdays/Thursdays: 11:00 – 12:15 (Section 202)
Location	Smith Hall 232
Instructor	Dr. Jill C. Underhill
Office	Smith Hall 250
Phone	(304) 696-3013
E-Mail	underhillj@marshall.edu
Office Hours	Mondays 5:00 – 9:00 p.m. Tuesdays 1:00 – 2:00 p.m. Thursdays 1:00 – 2:00 p.m. Fridays 1:00 – 5:00 p.m. *Please e-mail me in advance for an appointment.
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

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. (2013). *Persuasion in the media age*, 3rd 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

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; 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	<i>Textbook; Class Discussions;</i>	<i>Exams; Artifact Analysis</i>	1,3,4,5,6,7	1,2,3,4,5,7,8

specific artifacts.	<i>Exercises</i>			
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

CONTACTING INSTRUCTOR: If we cannot chat face-to-face, I prefer e-mail to telephone calls. E-mail should be used to set up appointments and ask short questions. I will generally respond to your inquiry in one business day. If I do not respond within 24 hours, please re-send your e-mail.

DUE DATES: Assignments are due by 11:59 pm of the due date via the dropbox function on Blackboard. Please do not submit any hard copies of assignments unless explicitly asked by the instructor.

LATE ASSIGNMENTS: Assignments not received by the due date will be subject to a reduced grading scale. For every day that the assignment is late without the instructor's approval, the assignment grade will drop 20%. The assignment will not be accepted later than 5 days after it is due.

GRADE INQUIRES: All grades will be recorded on Blackboard and can be viewed by the students throughout the semester. All questions about graded assignments, quizzes, or exams must be brought to the instructor within two weeks of the day the grade is posted. We will schedule an appointment to discuss the grade outside of class time.

ATTENDANCE: Attendance will be taken at each session. You are allowed 2 personal days during the semester (on days that do not include your oral presentation or a major grading event, such as an exam). The two absences do not include illnesses that require medical care or university-sponsored events. You are responsible for obtaining an excused absence from the Dean of Students in the case of illness or other university-excused reason for missing class. You do not need to contact me to tell me you are using one of your two unexcused absences. **After two unexcused absences (a week's worth of class), you will lose -5 points off your total grade for each additional absence.** Also, you need to be to class on time. It is your responsibility to make sure that you are counted as attending if you come to class after attendance is taken. See me after class to change your attendance status.

You must attend the sessions you are scheduled to present or taking exams. If you miss an oral presentation or exam day, you must have an excused absence to reschedule. Excused absences must be documented to the Dean of Students. Please feel free to check in with me about your attendance at any point in the semester. Please see the university catalog for the definition of excused and unexcused absences.

Classroom Respect

NO CELL PHONES during class time. The only case when the use of cell phones in class is acceptable is an emergency that requires you to dial 911 or campus police. **The first time you use your cell phone in class, I will ask you to put it away. Thereafter, I may ask you to leave class for the day and count it against your attendance record.**

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.

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.

This is the only physical or hard-copy of this syllabus you will receive.
Electronic versions of this syllabus can be accessed on MU Online
(Blackboard) and MyMU under the appropriate course listing.

COURSE REQUIREMENTS

All assignment guidelines will be posted on Blackboard (MU Online). Guidelines will include instructions and rubrics that will be used to determine your grade. A review of these instructions and rubrics will improve your performance on each assignment.

Reading Quizzes: There will be 12 five-question (true/false, multiple choice) reading quizzes worth 10 points. Each quiz will last approximately 5 - 10 minutes. The dates for each quiz are noted on the syllabus. Students are allowed to use one double-sided sheet of notes for each quiz. Students may be asked hand in their notes, which will be reviewed and returned with the quiz. Each quiz will happen at the beginning of the designated class period. Students who arrive during the quiz will have the remaining time to take the quiz. Students who arrive after the quiz or have an unexcused absence will not be able to make-up the quiz. Students should save the quizzes and use them to study for exams.

Alternate Quizzes ("AQ"): If you know in advance that you might miss a quiz, or miss a quiz due to extenuating circumstances, you can complete an alternate quiz to substitute for any quiz. Each AQ must be turned in within 48 hours of the scheduled class period/test (either in class or via email). Each AQ must be two typed, single-spaced pages.

For each AQ, complete the following:

1. Identify three main ideas of the assigned reading(s). In a paragraph for each idea, please define, describe, and provide an example.
2. Describe three reactions/opinions you have about the assigned reading(s). What did you (dis)like? Why (not)?
3. Identify how you could apply the ideas in the assigned reading to be a more persuasive communicator.

Exams: There will be 2 exams in this course. The first exam will cover chapters 1, 2, 4-7, and 12; the second exam will test on the remaining covered chapters. Exams will consist of true/false, multiple choice, and matching questions. The exams will be closed book and closed notes. Please bring a No. 2 pencil to the exams.

Semester Project: You will be asked to work with a partner on a series of persuasive analyses and a presentation. Students can petition to complete the project individually, but the required amount of work remains the same. You will select a campaign for a consumer product, non-profit organization, political candidate, social issue, or other entity for analysis. The selected campaign must meet the following criteria: 1) the campaign must have persuasive intent; 2) have campaign material accessible via a website; 3) you must be able to download or save advertisements and other persuasive messages (we will be working with them all semester). Each team in the class will work on a different campaign. The project will consist of two analytic papers and a presentation at the end of the semester based on the papers and additional information gathered. More detail about the semester project will be provided on Blackboard.

COURSE REQUIREMENTS

	Points	Due Date
Reading Quizzes	10 points each 12 quizzes = 120 points	See course schedule for date of each quiz.
Exams	100 points each 2 Exams = 200 points	Exam 1 = March 13 Exam 2 = May 8
Semester Project		
Campaign Analysis Paper 1	50 points	Thursday, Feb. 27 @ 11:59 p.m.
Campaign Analysis Paper 2	50 points	Thursday, April 3 @ 11:59 p.m.
Preparation Outline for Presentation	25 points	Thursday, April 17 @ 11:59 p.m.
Presentation	100 points	April 29 or May 1
Group Member Evaluation	50 points	May 1 @ 11:59 p.m.
TOTAL:	595 points	

Grading Scale:

A = 100 - 90%	595 – 535
B = 89 - 80%	534 – 476
C = 79 - 70%	475 – 416
D = 69 - 60%	415 – 357

TENTATIVE CLASS SCHEDULE*

	Discussion	Please read the assignment before class.
Tuesday January 21	Introduction to the course Definition of Persuasion	Chapter One-Borchers
Thursday January 23	Persuasion in the Media Age	Quiz- Chapter 1
Tuesday January 28	Persuasive Campaigns & Movements	Chapter Twelve- Borchers Quiz- Chapter 12
Thursday January 30	Persuasive Campaigns & Movements	Introduce Semester Project
Tuesday February 4	What's In a Theory?	Chapter Two-Borchers Quiz- Chapter 2
Thursday February 6	Persuasion Theories (continued)	
Tuesday February 11	Media Influences on Persuasion	Chapter Four- Borchers Quiz- Chapter 4
Thursday February 13	Media Influences on Persuasion	
Tuesday February 18	Audiences and Attitudes	Chapter Five- Borchers Quiz- Chapter 5
Thursday February 20	Audiences and Attitudes (continued)	
Tuesday February 25	Persuasion and Visual Images	Chapter Six- Borchers Quiz- Chapter 6
Thursday February 27	Persuasion and Visual Images (continued)	ANALYSIS PAPER 1 DUE 11:59 P.M.
Tuesday March 4	Persuasion and Language	Chapter Seven- Borchers Quiz- Chapter 7
Thursday March 6	Persuasion and Language (continued)	
Tuesday March 11	Review for Exam 1	
Thursday March 13	EXAM 1	CHAPTERS 1, 2, 4-7, 12
3/18 & 3/20	SPRING BREAK	
Tuesday March 25	Persuasion and Culture	Chapter Eight-Borchers Quiz- Chapter 8
Thursday March 27	Persuasion and Culture (continued)	

Tuesday April 1	The Persuasiveness of the Source	Chapter Nine-Borchers Quiz Chapter 9
Thursday April 3	Semester Project Work Day	ANALYSIS PAPER 2 DUE 11:59 P.M.
Tuesday April 8	Motivational Appeals	Chapter Eleven-Borchers Quiz- Chapter 11
Thursday April 10	Motivational Appeals (continued)	
Tuesday April 15	Advertising	Chapter Thirteen-Borchers Quiz- Chapter 13
Thursday April 17	Advertising	PRESENTATION OUTLINE DUE @ 11:59 p.m.
Tuesday April 22	Creating Persuasive Presentations	Chapter Fifteen-Borchers Quiz- Chapter 15
Thursday April 24	Creating Persuasive Presentations (con.)	
Tuesday April 29	Presentations	
Thursday May 1	Presentations Final Exam Review	
Final Exam – Thursday, May 8 from 10:15 – 12:15 p.m. in our regular classroom.		

****The syllabus is subject to change based on the needs of the class and the instructor.
Students will be notified of updates to the syllabus posted on Blackboard via e-mail.***