

Persuasive Communication

Writing Intensive – Spring 2014

Persuasive Communication - 3792 - CMM 308 – 201
Class 2:00 pm - 3:15 pm MW Smith Hall 261

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

Classroom: Smith Hall 261

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

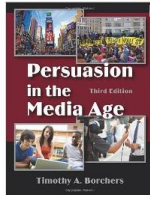
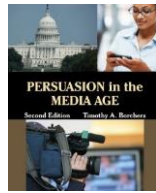
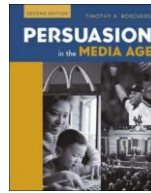
Personal Office: Smith Hall 271 Phone: (304) 696-2700

Office Hours:

TIME	Monday	Tuesday	Wednesday	Thursday
12:00-1:00			Office Hours 12:00-1:00 (May have faculty meeting)	
1:00-2:00	Office Hours 1:00-2:00	Office Hours 1:00-2:00	Office Hours 1:00-2:00	
2:00-3:00	Persuasion 2:00-3:15 (Smith 261)	First Year Seminar 2:00- 3:15 (Smith 263)	Persuasion 2:00-3:15 (Smith 261)	First Year Seminar 2:00-3:15 (Smith 263)
3:00-4:00	Office Hours 3:15-4:45	Office Hours 3:15-4:15	Office Hours 3:15-4:15	Office Hours 3:15-5:15 Except for Faculty Senate Days (1/23,2/27,3/27,4/17,5/8)
4:00-5:00				
6:00-6:30	Office Hours 6:00-6:30			
6:30-7:00	Nonverbal Communication 6:30-9:00 Smith (261)	Tri-State Literacy Tutor		
7:00-8:00				
8:00-9:00				

- Please note that these are scheduled office hours but additional times can be available upon request.
- No office hours will be held from February 3, 2014-February 27, 2014. Students may contact the instructor through e-mail and a response will be sent as soon as possible.

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)

**Not****Not****Textbook:**

Please note that these textbooks are very different from each other; the third edition seems to be a total rewrite of earlier versions.

Borchers, T.A. (2013) *Persuasion in the Media Age*, **3rd edition**. Illinois: Waveland Press, Inc. ISBN-10: 157766826X | ISBN-13: 978-1577668268

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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; Party Propaganda</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; Party Propaganda</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; Presidential Debates; Party Platform; Introductory Speech</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; Presidential Debates; Party Propaganda; Introductory Speeches</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; Presidential Debates; Party Propaganda; Introductory Speeches; Party Platforms</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>Presidential Debates; Party Propaganda; Introductory Speeches; Party Platforms</i>	1,2,3,4,6,7,8	1,2,3,4,5,6,7,8,9
Enhance writing, verbal and nonverbal communication skills	<i>Class Discussions; Exercises</i>	<i>Exams; Presidential Debates; Party Propaganda; Party Platform; Analysis of Debates</i>	2,4,7	1,2,4,7,8
Apply writing, verbal and nonverbal communication skills as a method of thinking critically.	<i>Class Discussions; Exercises</i>	<i>Party Platform; Party Propaganda; Presidential Debates; Analysis of Debates</i>		
Demonstrate an appropriate understanding of the impact of different motivational appeals on specific audiences.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Presidential Debates; Party Propaganda; Party Platforms; Analysis of Debates</i>	1,2,3,4,5,6,7,8	1,2,3,4,5,7,8,9
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; Presidential Debates; Analysis of Debates</i>	1,2,3,4,5,7	1,2,3,4,5,7,8

CLASS ASSIGNMENTS

DUE DATES: Assignments are due by midnight of the due date. All assignments **must** be submitted through Blackboard. Please make sure that your name is indicated on the actual assignment as these are often printed out and cannot be connected to the author.

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, should the assignment get lost in cyberspace.☺

ATTENDANCE: Attendance is **required** for the course. A student that misses more than two unexcused absences* **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 (25%) 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

Late Arrivals: 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.

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.

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

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.

TENTATIVE CLASS SCHEDULE*

	Discussion	Assignment—Please read the assignment before each class.
1/13/14	Introduction to the course and to the Definition of Persuasion in the Media Age	Chapter One-Borchers
1/15/14	"Persuasion – What's the Difference?--Today and Yesterday"	Solar Flare – See Blackboard Documents Assignment to Party
1/20/14	Martin Luther King Day – No Classes	
1/22/14	"Applying Theory to 'Real Life'" The Audience Oriented Theories	Chapter Two-Borchers
1/27/14	"An Ethical Look at Persuasion" Persuasion and Ethics in the Media Age	Chapter Three-Borchers
1/29/14	"A picture is worth a thousand words" Persuasion and Visual Images	Chapter Six-Borchers
2/3/14	Groups Meet In-Class Develop Group Propaganda and to Discuss Major Platform Issues	

2/5/14	“Who’s in Power?” Media Influences on Persuasion	Chapter Four-Borchers BLACKBOARD
2/10/14	What’s In a Theory?” The Rhetorical Theories	BLACKBOARD Assignment Due: Individual Group Platform Drafts
2/12/14	“Does the Media Really Determine our Thoughts and Beliefs?” The Media Theories and Semiotics	BLACKBOARD
2/17/14	“Adapting to an Audience” Audiences and Attitudes	Assignment Due: VALS Survey – Page 143-145 Not submitted for a grade Chapter Five-Borchers BLACKBOARD
2/19/14	“Wag the Dog”	CLASSROOM
2/24/14	“Wag the Dog” The Media’s Role in the Perception of War	CLASSROOM
2/26/14	The Media’s Role in the Perception of War Continued Propaganda - US v. Germany (WWII)	Chapter Fifteen-Borchers Assignment Due: Final Individual Group Platforms
3/3/14	Propaganda - US v. Germany (WWII) Continued	
3/5/14	Midterm Exam	Chapters 1, 2, 3, 4, 5, 6, 15, Wag the Dog, & Propaganda
3/10/14	Interviewing and Persuasion	Chapter Fourteen – Borchers Assignment: Bring a copy of a job that you would like to obtain, job history, old resume, and unofficial academic transcript Due: Party Persuasion Propaganda See Resume Action Words on Blackboard
3/12/14	Cover Letters & Resumes Continued	
3/16/14-3/22/14	Spring Break	
3/24/14	“The Power of the Word” Persuasion and Language	Chapter Seven-Borchers
3/26/14	Presidential Debates	Assignment Due: Draft Job description, Cover Letter and Functional Resume
3/31/14	Presidential Debates	
4/2/14	Presidential Debates	

4/7/14	Presidential Debates	
4/9/14	Presidential Debates	
4/14/14	Persuasion and Reasoning	Chapter Ten-Borchers Assignment Due: Final Job description, Cover Letter and Functional Resume
4/16/14	"How does culture affect persuasion?" Persuasion and Culture	Chapter Eight-Borchers
4/21/14	"He Said, She Said" The Persuasiveness of the Source	Chapter Nine-Borchers Assignment Due: Analysis of Presidential Debates
4/23/14	"Why Get Emotional" Motivational Appeals	Chapter Eleven-Borchers
4/28/14	"They've Got You" Chapter 13 – Advertising	Chapter Thirteen-Borchers Read: Brands & Branding on Blackboard
4/30/14	Advertising Continued	
May 5, 2014	Final Exam -Monday - 12:45-2:45	Chapters 7, 14, 10, 8, 9, 11, 13, Brands, & Resume Writing

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

**Please note that due to instructor surgery, the class will not meet in the classroom on 2/5, 2/10, 2/12, and 2/17. Please plan to be there for 2/19 and the rest of the semester. During the two weeks indicated, students will be responsible for keeping up with the textbook and reviewing the on-line presentations. The Individual Platform Draft should be submitted to the appropriate Blackboard Link.

No office hours will be held from February 3, 2014-February 27, 2014. Students may contact the instructor through e-mail and a response will be sent as soon as possible.

COURSE REQUIREMENTS

Individual Group Platform - Each political party will assign the following sets among members of their group. Each group member will submit a copy of the group's position on those issues that he/she is assigned by the group. The individual must not only represent the chosen platform of the group but must consult a **minimum** of six (6) reliable sources, **per issue**, to determine the group's position. Each student will choose one of the following sets of issues:

Set One: Economy, Abortion, Education

Set Two: Immigration, Taxes, Gun Control

Set Three: Same-Sex Marriage, Jobs, Welfare/Poverty

Set Four: Balancing the Budget, Foreign Policy, Health Care

Set Five: Environment/Global Warming, Crime, Role of Government

In your paper, you should consider the major political aspects of each issue and clearly define your position on each. For example, should the issue be Political Partisanship, the issues might include the following: 1) The original founders of the United States opposed the formation of a two party system for the partisanship it would foster. They feared that politicians would place the good of the party before that of the nation. Do you believe that is true? (<http://www.chivalrynow.net/articles2/partisan.htm>) 2) The existence of the two major parties results in each side attempting to dehumanize the other with a barrage of spin, scandal-mongering, innuendo and even outright lies (<http://www.chivalrynow.net/articles2/partisan.htm>). How can this be reduced? 3) Do the parties actually represent clear differences? 4) What would the result be of doing away with the party system?

Consider the Presidential survey found at <http://www.ontheissues.org/Quiz/Quiz2012.asp?quiz=Pres2012>

All papers **must** be completed in either APA or MLA formats. More information on these style guides are found on the Marshall University library page and on the Purdue Owl site (<https://owl.english.purdue.edu/owl/>)

The instructor will use your choice of issues to design the potential debate questions. A list of potential debate questions will be provided before the actual debates so that you can adequately prepare. Two moderators will choose from the bank of debate questions and ask individual candidates the questions provided.

Additional details of these issues can be found at <http://www.cnn.com/election/2012/campaign-issues.html>
A draft of the platform issues is due on **February 10, 2013** and the final is due on **February 24, 2014**. Please note that the drafts are not graded but the more that you submit, the more thorough review you will receive before you must submit the final paper.

(20% of final grade)

Midterm & Final Exam: Exams will consist of twenty essay questions given in advance. The questions will primarily involve critical thinking and applying theory to "real life" situations. On the day of the exam, twelve questions will be chosen and students will answer ten of the twelve.

The questions will be graded based on the following: 1. Completeness of answers, 2. Application of appropriate theory, and classroom material, 3. Thoughtfulness of answers and 4. Insight into the question

(2 @ 15% = 30% of final grade)

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 **must** include a copy of the job position, an applicable coverletter, and an applicable resume. The draft is due on **March 26, 2014** and the final is due on **April 14, 2014**.

(10% of final grade)

Presidential Debates: Each party will have a representative in each of the debates. This person will represent the party's position on each of the issues and should be able to persuasively present this position with the other parties represented. Presenters may use visual aids to highlight their presentations as they wish. Each candidate will make a brief introduction indicating their party's beliefs and their candidacy at the beginning of the debate. Each person in the debate will receive an individual grade.

The criteria for evaluating the final presentation will include the following: 1) clear organizational structure, 2) presentation effectiveness as it relates to the insight into the overall persuasive process, 3) visual aids where appropriate, 4) inclusion of persuasive theory where appropriate, 5) completeness of the campaign, 6) ability to accurately relate the party's platform to the questions introduced, 7)) quality of the persuasive delivery, 8) the

quality of preparation, 9) ability to follow the assignment, and 10) the overall effectiveness of the presentation. This debates will occur on **March 26, 2014-April 9, 2014.**

(15% of final grade)

Party Persuasion/Propaganda: At a minimum, this assignment includes the following:

Name of the Party
 Major Tenants of the Party
 Campaign Button – Rationale including applicable theory
 T-Shirt Design – Rationale including applicable theory
 Propaganda Poster – Rationale including applicable theory
 Bumper Sticker – Rationale including applicable theory

This assignment will be completed by all members of the party and the grade will be shared. This assignment is due **March 12, 2014.**

(10% of final grade)

Analysis of Presidential Debates: Each person is required to analyze the four debates that they did not participate in, and turn in a six to eight **(6-8)** page paper that analyzes each of the debates. An attempt will be made to tape these and include them on Blackboard but students are still discouraged from missing these classes. The analysis should indicate what was the most persuasive of each debate with appropriate theory indicated where applicable. What were the strengths and weaknesses of the individual speakers? Indicate who you believe won each debate and your rationale for your decision. What did the debater use that persuasively influenced you to believe that they won the particular debate? This assignment is due **April 21, 2014.**

(15% of final grade)

Assignment

	Percent	Due Date	Grade
VALS Survey (Complete on your own)	---	February 5, 2014	---
Individual Group Platform Draft		February 10, 2014	---
Individual Group Platform Final	20%	February 24, 2014	
Midterm Exam	15%	March 3, 2014	
Job Description, Old Resume, Unofficial Transcript, etc. (Bring to Class)	---	March 10, 2014	---
Party Persuasion/Propaganda (Shared Group Grade)	10%	March 10, 2014	
Presidential Debates	15%	March 26, 2014- April 9, 2014	
Cover Letter/Resume Draft	---	March 31, 2014	---
Cover Letter/Resume Final	10%	April 14, 2014	
Analysis of Presidential Debates	15%	April 21, 2014	
Final Exam	15%	May 5, 2014	
TOTAL:	100%		