

Marshall University

Course Title/Number	Persuasion: CMM 308
Semester/Year	Spring 2015
Days/Time	Tuesday/Thursday 11:00-12:15
Location	Smith Hall 263
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office Hours	Monday 6:00-9:00 Tuesday 9:00-11:00; 12:15-1:45 Thursday 9:00-11:00; 12:15-1:45 Please e-mail me in advance of your arrival, if possible.
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
Class Policies	All assignments must be typed, size 12 font, 1 inch margins, double spaced

Course Description: From Catalog

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)

Required Texts, Additional Reading, and Other Materials

Required: Jowett, Garth S and Victoria J. O'Donnell. *Propaganda & Persuasion*. Fourth Edition. Thousand Oaks. Sage, 2005.

General Education Program Student Learning Outcomes

Upon completion of the core curriculum at Marshall University, students will be able to master the following core domains of critical thinking:

1. Aesthetic/Artistic
2. Communication (oral, written, visual)

3. Information Literacy: Exploring; Questioning; Searching; Evaluating; Synthesizing; Creating; Communicating; Assessing.
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

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

Course Requirements

Topic Selection and Background Check	20 Points
Weekly Applications	100 Points
Midterm Exam	100 Points
Final Exam	100 Point

Grading Policy

A+ 97—100%, A 93—96%, A- 90—92%, B+ 87—89%, B 83—86%, B- 80—82%, C+ 77—79%, C 73—76%, C- 70—72%, D+ 67—69%, D 63—66%, D- 60—62%, F 59%—0%.
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Attendance Policy

1. CMM 308 is a performance course, and your participation is an integral component. Regular and prompt attendance is mandatory.
 2. Because we are on a tight schedule, you are allowed TWO unexcused absence. After that, you will lose 10 points per unexcused absence. These points will be deducted from your final grade.
 3. There are no make-ups for presentations or exams that are missed without a University excused absence (religious holidays, University-sponsored activities, and illness). Excuses for illness and emergencies require documentation from appropriate sources within one week of the student's return to class. Appropriate sources include medical professionals, obituaries, a note from the tow-truck driver, etc. All notes must include phone numbers for verification. Written excuses will not be accepted after the 7th calendar day, and the absence will be considered unexcused. If your absence will be longer than 3 days, please notify the professor by e-mail or phone message.
 4. Students arriving late are not to disrupt presentations, but are to remain quietly outside the classroom until the speaker is finished. Anyone needing to leave early should inform the professor before class and sit near the door.
- Marshall University's attendance guidelines may be found at the following link:
<http://www.marshall.edu/president/board/Policies/MUBOG%20AA-13%20Class%20Attendance.pdf>

Document Policy

All documents must be typed, size 12 font, 1 inch margins, double spaced and submitted to Dropbox.
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SEMESTER PROJECT

We will examine how persuasion and propaganda work to structure public life. Propaganda is evident in the films we watch on a daily basis. This semester, we will apply what propaganda critics explain about persuasion to a list of films that the Pentagon has helped produce. The list is attached.

Step One: Topics Selection and Background Checks

20 Points

You will identify Three (3) films of interest to you about which you have found background material. In particular, you will find stories about their filming in newspapers and magazines. You will write a one-two page synopsis covering ALL THREE FILMS (so three to six pages altogether). Address 1) who are the characters involved? 2) What events have happened? 3) Where key events have happened? 4) When did key events happen? 5) How is action being deployed in ALL THREE FILMS? 6) For what purpose is action being deployed in ALL THREE FILMS? This assignment will provide you with the requisite background material for the rest of the semester. You should do it well. You must turn in a citation page, using the Chicago style guide.

Underhill, Stephen. "Example Fake News Story Title." *New York Times*. August 10, 2013: 10.

If you do not cite at least fifteen news sources between all three films, you will get a zero for this assignment!

Topics Selection & Background Checks Rubric		
Vector	Value	Score
Proposition of three topics.	10	
Synopsis: Who is involved? What is the clash over? Where is the clash occurring? When did this clash arise? 5) How is action being deployed? For what purpose is action being deployed?	5	
Citation Page	5	
		Total

Step Two: Weekly Applications.**100 Points**

Each week, students will apply principles from the readings to their selected topics. For full credit, students should intelligently (and briefly) quote each reading, and use those quotes to analyze their stories. You may either focus on one story or explain how the readings inform two or more. Each submission should be 1½ pages in length. **SUBMIT ALL PAPERS TO DROPBOX BY 11:59 PM MONDAY NIGHT.** Title each paper “Last name, Think Piece #” (# represents the appropriate week number).

Weekly Application Rubric		
Vector	Value	Score
Quality of quotes from readings and speeches.	5	
Writing illustrates command of topic.	5	
		Total

CLASS SCHEDULE
Reading/Assignment Due

Week 1

1/13

Introduction

1/15

Jowett & O'Donnell, “What is Propaganda, and How Does it Differ from Persuasion”

Week 2

1/20

Jowett & O'Donnell, “Propaganda and Persuasion Examined”

1/22

Jowett & O'Donnell, “Propaganda and Persuasion Examined”

Week 3

1/26

Background Check Due

1/27	Jowett & O'Donnell, "Propaganda and Psychological Warfare"	
1/29	Jowett & O'Donnell, "Propaganda and Psychological Warfare"	
Week 4 2/2		Think Piece 1 Due
2/3	Jowett & O'Donnell, "How to Analyze Propaganda"	
2/5	Jowett & O'Donnell, "How to Analyze Propaganda"	
Week 5 2/9		Think Piece 2 Due
2/10	Jowett & O'Donnell, "How Propaganda works in Modern Society"	
2/12	Jowett & O'Donnell, "How Propaganda works in Modern Society"	
Week 6 2/16		Think Piece 3 Due
2/17	Altheide & Johnson, "Propaganda and Everyday Life"	
2/19	Altheide & Johnson, "Propaganda and Everyday Life"	
Week 7 2/23		Think Piece 4 Due
2/24	Altheide & Johnson, "Propaganda and the News"	
2/26	Altheide & Johnson, "Propaganda and the News"	
Week 8 3/2		Think Piece 5 Due
3/3	Altheide & Johnson, "Military Preparedness as Propaganda"	
3/5	Altheide & Johnson, "Military Preparedness as Propaganda"	
Week 9 3/10		
3/12	MIDTERM	
Week 10		SPRING BREAK

3/17

3/19

SPRING BREAK

Week 11

3/24

Combs & Nimmo, "Old Masters and New Propagators"

3/26

Combs & Nimmo, "Old Masters and New Propagators"

Week 12

3/30

Think Piece 6 Due

3/31

Combs & Nimmo, "The Logic of the New Propaganda: The Palaver of Technique and the Technique of Palaver"

4/2

Combs & Nimmo, "The Logic of the New Propaganda: The Palaver of Technique and the Technique of Palaver" **(COLA Conference)**

Week 13

4/6

Think Piece 7 Due

4/7

Combs & Nimmo, "Palaver in Political Cultures: Electoral, Bureaucratic, Diplomatic, and War Propaganda"

4/9

Combs & Nimmo, "Palaver in Political Cultures: Electoral, Bureaucratic, Diplomatic, and War Propaganda"

Week 14

4/13

Think Piece 8 Due

4/14

Combs & Nimmo, "The Marketing of Popular Culture: Propagating Personae, News, and Education"

4/16

Combs & Nimmo, "The Marketing of Popular Culture: Propagating Personae, News, and Education"

Week 15

4/20

Think Piece 9 Due

4/21

Combs & Nimmo, "Digging Beneath the Surface: Contemporary Critical Thinking about Propaganda"

4/23

Combs & Nimmo, "Digging Beneath the Surface: Contemporary Critical Thinking about Propaganda"

Week 16

4/27

Think Piece 10 Due

4/28

Combs & Nimmo, "Surveying Future Fields of Dreams"

4/30

Combs & Nimmo, "Surveying Future Fields of Dreams"

Final Exam

5/7

10:15-12:15

