

Persuasive Communication

Writing Intensive – Spring 2015

Persuasive Communication - 2810 - CMM 308 - 201

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
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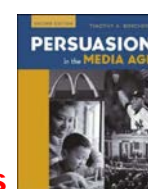
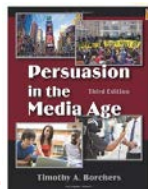
Office Hours**

TIME	Monday	Tuesday	Wednesday	Thursday
12:00-1:00	Faculty Senate Executive Committee (1/12; 2/16; 3/9; 4/6; 4/27)		Office Hours 12:00-1:00 (May have faculty meeting or Huntington City Mission 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 (1/22; 2/26; 3/26; 4/16; 5/7)
4:00-5:00				
6:00-6:30	Office Hours 6:00-6:30			
6:30-7:00	Nonverbal Communication CMM 603 6:30-9:00 Smith (261)	Tri-State Literacy Tutor		
7:00-8:00				
8:00-9:00				

**If the current office hours do not meet your needs, please let me know and additional times can be made available.

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. Illinois: Waveland Press, Inc. ISBN-10: 157766826X | ISBN-13: 978-1577668268



PLEASE NOTE: This-- Not This or This

The earlier editions are very different from the third edition.

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; Draft Platforms</i>	<i>Exams; Party Propaganda; Presidential Debates; Party Platform</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; Introductory Speech; Draft Platforms</i>	<i>Exams; Presidential Debates; Party Platform; Debate 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; Introductory Speeches; Draft Platforms</i>	<i>Exams; Presidential Debates; Party Propaganda;</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; Introductory Speeches; Draft Resumes & Cover Letters; Draft Platforms</i>	<i>Exams; Presidential Debates; Party Propaganda; Party Platforms; Resumes & Cover Letters; Debate Analysis</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 Introductory Speeches; Draft Platforms</i>	<i>Presidential Debates; Party Propaganda; 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; Draft Platforms; Draft Resumes & Cover Letters</i>	<i>Exams; Presidential Debates; Party Propaganda; Party Platform; Debate Analysis; Resumes & Cover Letters</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; Draft Resumes & Cover Letters; Draft Platforms</i>	<i>Party Platform; Party Propaganda; Presidential Debates; Debate Analysis; Resumes & Cover Letters</i>	2, 3, 4, 7	2, 3, 4, 7, 8
Demonstrate an appropriate understanding of the impact of different motivational appeals on specific audiences.	<i>Textbook; Class Discussions; Exercises; Draft Resumes & Cover Letters; Draft Platforms</i>	<i>Exams; Presidential Debates; Party Propaganda; Party Platforms; Debate Analysis; Resumes & Cover Letters</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; Draft Platforms</i>	<i>Exams; Presidential Debates; Debate Analysis; Party Platforms</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 will not be accepted late, unless prior approval is obtained from the instructor prior to the due date.

ASSIGNMENT SUBMISSIONS: 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.☺ Please make sure to include your names on the actual assignments that are submitted to Blackboard.

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*

Date	Topic	Assignments
Assignment—Please read the assignment before each class.		
January 12, 2015	Introduction to the course and to the Definition of Persuasion in the Media Age	Chapter One-Borchers
January 14, 2015	"Persuasion – What's the Difference?-- Today and Yesterday"	Solar Flare – See Blackboard Documents Assignment to Party
January 19, 2015	Martin Luther King Day– University Closed	
January 21, 2015	"What's In a Theory?" The Rhetorical Theories	Chapter Two-Borchers
January 26, 2015	"Applying Theory to 'Real Life'" The Audience Oriented Theories	
January 28, 2015	"Does the Media Really Determine our Thoughts and Beliefs?" The Media Theories and Semiotics	
February 2, 2015	"An Ethical Look at Persuasion" Persuasion and Ethics in the Media Age	Chapter Three-Borchers
February 4, 2015	"Adapting to an Audience" Audiences and Attitudes	Assignment Due: VALS Survey – Page 147 Chapter Five-Borchers
February 9, 2015	"Who's in Power?" Media Influences on Persuasion	Chapter Four-Borchers Assignment Due: Individual Group Platform Drafts
February 11, 2015	"A picture is worth a thousand words" Persuasion and Visual Images	Chapter Six-Borchers
February 16, 2015	"Wag the Dog"	
February 18, 2015	"Wag the Dog" The Media's Role in the Perception of War	
February 23, 2015	The Media's Role in the Perception of War Continued Propaganda - US v. Germany (WWII)	Chapter Fifteen-Borchers

February 25, 2015	Propaganda - US v. Germany (WWII) Continued	Assignment Due: Final Individual Group Platforms** Please load final individual platform into GEAR @ http://www.marshall.edu/gear/
March 2, 2015	Midterm Exam	Chapters 1, 2, 3, 4, 5, 6, 15, Wag the Dog, & Propaganda
March 4, 2015	"The Power of the Word" Persuasion and Language	Chapter Seven-Borchers
March 9, 2015	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 transcripts to class. Due: Party Persuasion Propaganda See Resume Action Words on Blackboard
March 11, 2015	Cover Letters & Resumes Continued	
March 15-March 21, 2015 Spring Break		
March 23, 2015	Persuasion and Reasoning	Chapter Ten-Borchers
March 25, 2015	Presidential Debates	
March 30, 2015	Presidential Debates	Assignment Due: Draft of Job description, Cover Letter and Functional Resume Final
April 1, 2015	Presidential Debates	
April 6, 2015	Presidential Debates	
April 8, 2015	Presidential Debates	Assignment Due: Final Job description, Cover Letter and Functional Resume
April 13, 2015	"How does culture affect persuasion?" Persuasion and Culture	Chapter Eight-Borchers
April 15, 2015	"He Said, She Said" The Persuasiveness of the Source	Chapter Nine-Borchers Assignment Due: Analysis of Presidential Debates
April 20, 2015	"Why Get Emotional" Motivational Appeals	Chapter Eleven-Borchers
April 22, 2015	"They've Got You" Chapter 13 – Advertising	Chapter Thirteen-Borchers Read: Brands & Branding on Blackboard

April 27, 2015	Advertising Continued	
April 29, 2015	Make-Up Day	
May 4, 2015	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.*

***Beginning in the Spring 2014 semester, all WI designated courses are now being asked to add assignments from WI designated courses to the General Education Assessment Repository (GEAR) for the purpose of assessing the university's Communication Fluency outcome and preparing for the HLC accreditation visit in 2015.*

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 their position on those issues that he/she has been assigned by the group. The individual should represent the general chosen platform of the group but the final position is their own, even if it differs slightly from the groups. Each student must consult a **minimum** of six (6) reliable sources, **per issue**, to determine their position. The group can serve to polish these positions as they provide a sounding board for the discussion of each issue. Each student will be assigned one of the following sets of issues by their group:

Set One: Economy, Abortion, Education

Set Two: Immigration, Taxes, Gun Control

Set Three: Religion & Government, Jobs, Welfare/Poverty

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

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

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 the choice of issues discussed by individual students to design the potential debate questions. A list of potential debate questions will be provided to each student prior to the actual debates to allow adequate preparation. Two moderators will be chosen for each debate from the class. The moderators will choose specific questions to ask the debaters from the list of debate questions provided. Additional questions will be encouraged from the moderators, the audience, and other panelists. Students should have an extensive knowledge of each of the potential debate questions in order to answer the questions posed by the moderators and the audience. Students should not be afraid to also provide answers to questions addressed by other panelists or to answer specific questions about their position.

A draft of the platform issues is due on **February 9, 2015** and the final is due on **February 25, 2015**. Please note that the drafts are not graded but the more information that you submit, the more thorough review you will receive before you must submit the final paper.

Please note that your final analysis must be loaded into GEAR (General Education Assessment Repository) prior to the end of the semester. This is a new requirement for all Writing Intensive Courses. To download your document, simply log in to <http://www.marshall.edu/GEAR/> and follow the procedures noted. Should you have any difficulties, please let the instructor know as soon as possible.

(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 each student will be required to 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 cover letter, and an applicable resume. The draft is due on **March 25, 2015** and the final is due on **April 8, 2015**.

(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 debates will be taped.

The criteria for evaluating the Presidential Debates 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) integration of appropriate research into each question, 6) understanding of the questions and their ramifications, 7) quality of the persuasive delivery, 8) quality of preparation, 9) ability to follow the assignment, and 10) the overall effectiveness of the presentation. The debates will occur on **March 25, 2015; March 30, 2015; April 1, 2015; April 6, 2015 and April 8, 2015**.

(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 9, 2015**.

(10% of final grade)

Analysis of Presidential Debates: Each person is required to analyze the four debates that they did not participate in an eight (**8**) page paper. An attempt will be made to tape the debates 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 each 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 15, 2015**.

(15% of final grade)

Assignments

	Percent	Due Date	Grade
VALS Survey (Complete on your own)	---	February 4, 2015	---
Individual Group Platform Draft		February 9, 2015	---
Individual Group Platform Final	20%	February 25, 2015	
Midterm Exam	15%	March 2, 2015	
Job Description, Old Resume, Unofficial Transcript, etc. (Bring to Class)	---	March 9, 2015	---
Party Persuasion/Propaganda (Shared Group Grade)	10%	March 9, 2015	
Presidential Debates	15%	March 25, 2015-April 8, 2015	
Cover Letter/Resume Draft	---	March 25, 2015	---
Cover Letter/Resume Final	10%	April 8, 2015	
Analysis of Presidential Debates	15%	April 15, 2015	
Final Exam	15%	May 4, 2015	
TOTAL:	100%		