

Marshall University
CMM 308: Persuasion
CRN#: 2812
Spring 2015

Instructor: Ms. Anita Lane
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Office Hours: By appt.
Th 5:00pm-7:20pm
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University Policies

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at www.marshall.edu/academic-affairs/policies: Students with Disabilities | Affirmative Action | Computing Services Acceptable Use | Excused Absence (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert

Required Text, Additional Reading and Other Materials

Borchers, T.A. (2013) *Persuasion in the Media Age* (3rd ed.). Waveland Press, Inc.
Films, Additional Readings and DVD **TBA**

Computer Requirements

This class utilizes blackboard for announcements, grades, coursework and other additional materials. Blackboard needs to be checked daily for any additional material that may be posted for class. Students who may have problems accessing black board, please contact the IT Help Desk through Marshall University

Counseling Center

Marshall University ~~First~~ Prichard Hall Huntington, West Virginia 25755 - Phone: 304-696-3111 ~~696-2308~~

Hours: Monday-Friday 8:00 a.m. – 5:00 p.m. ~~11:00 a.m.~~ - ~~11:00 a.m.~~ Monday-Friday (Fall & Spring semesters) 1:00 – 4:00 p.m. Evening hours available by appointment

S.H.E.P (Student Health Education Program)

Students can access many health benefits by being a Marshall University student.
<http://muwww-new.marshall.edu/shep/>

Marshall University Writing Center

LOCATION #1: 2nd floor of Drinko Library
PHONE: 304-696-6254

EMAIL: writing@marshall.edu

LOCATION #2: Your Computer! We offer virtual appointments for all Marshall students, including distance learners. If you would prefer to work with a tutor virtually, look for tutors with "online" and/or "eTutoring" designations.

(Upon Completion of the (AAS, BA and/or BS)

Course Student Learning Outcomes	How Practiced in this Course	How Assessed in this Course
Students will know and understand how fundamental aspects of persuasive communication processes work.	Students will demonstrate knowledge of concepts and ability to classify, describe, and restate concepts and demonstrate this ability through exams and written assignments	...during in-class activities and projects on midterm exams and in papers.
Students will apply fundamental concepts in communication interactions.	Students will demonstrate ability to apply concepts in class activities and discussions, on midterm exams, in papers, and in giving and evaluating persuasive campaignsduring in-class activities, advertisement evaluations, self-evaluations and evaluations of peer projects, on midterm exams, and in papers.
Students will analyze a variety of persuasive messages using theoretical and applied constructs in order to enhance abilities and outcomes.	Students will demonstrate the ability to recognize, label, describe, compare, and organize findings about theoretical and applied constructs and to shape outcomes in persuasion, evaluations and interactions...	...during in-class activities and discussions, on midterm exams, projects and in papers.
Students will synthesize and evaluate verbal and nonverbal communication behaviors across various persuasive contexts.	Students will demonstrate ability to integrate and make sound judgments about theoretical and applied constructs and to organize and share findings...	...during in-class activities and discussions, on midterm exams, persuasion campaigns and in papers.

Course Requirements / Due Dates

Grading Policy

That maximum number of points that can be earned in this course is 300. Grades (A through F) will be based on the point scale presented below, which roughly represents a percentage scale with 90-100% earning an A, 80-89% earning a B, 70-79% earning a C, 60-69% earning a D, and scores at 59 or below earning an F for the course. The table below shows the range of points for each range of percentages.

A	360-400	90 –100%
B	320-359	80 – 89%

C	280-319	70 – 79%
D	240-279	60 – 69%
F	239 or below	0 – 59%

Dialogue Journal (50 pts): Students will keep a dialogue journal of readings to bring to class. These journals must contain a minimum of 2 quotes per chapter with student interpretations and in-text citations. These quotations can be either text from the chapter that you interpret or one of the discussion questions at the end of the chapter. These may be collected at the end of the semester and returned prior to the final exam for use on the final exam.

Two Papers (50 points each):

During our class time, we will discuss the assigned readings and often apply and/or practice concepts and skills during in-class activities (which will occasionally require some out-of-class preparation time). Three times during the semester, you will write a brief paper relating the ideas from a group of readings and associated class activities to your experiences, relationships, and interactions with others. You may use a film, class activities, text book and other related activities to this course for your first two papers. The final paper must apply concepts and theory as discussed in class to a film of your choice (through instructor approval). You may select topics that you find to be exciting, interesting, beneficial, or surprising. Your score for each paper will be based on the quality of your assessment (enough concepts are used to show your knowledge of the communication process, the concepts used are appropriate for the event/experience being described and you did not overlook more appropriate concepts, your ideas are clear and consistent, and your writing style is fluent, well organized, clear, and error free. More information and a scoring rubric will be shared in class and will be posted on Blackboard).

Final Project:

Choose a current persuasive campaign or advertisement. Describe your interpretation using your breadth and depth of knowledge gained from the text book. You will need to decipher which theory you believe the advertisement utilized and describe how this theory was applied to motivate the audience to act on this campaign.

Three Exams (50 points each):

Three midterm exams will be given to allow you to demonstrate your knowledge and understanding of the concepts we've studied, some of which will include "all of the above," "none of the above," and "a and c" options. Most of the questions will be drawn from your readings, however, questions taken from in-class activities and information shared during class will also be included.

Class Policies

Attendance Policy

The emphasis of this course is on communication. You must be engaged in our in-class discussions and participate in our in-class activities to develop the depth of knowledge and

important skills this course is designed to teach. It is highly likely that missing classes will prevent you from understanding expectations for assignments and will result in a reduction in your ability to earn high scores on your assignments. Missing class will also make learning the content of this course more difficult and so will result in poor performance on your midterm and final exams and on your projects and papers. Absences that are excused by the University will be accepted when the student reports and verifies them with the instructor. You must contact your instructor about any absence and make arrangements for make-up work. Make-up work will be permitted at the discretion of the instructor. Failure to notify your instructor promptly and complete make-up work promptly may result in the loss of opportunity to make-up missed work.

How many absences will be tolerated?

You must be present to acquire the skills this course is designed to teach, whether you are the presenter or a critical observer of other presenters. Consequently, an excessive number of absences will prevent you from receiving a passing grade. You may miss up to two (2) classes without an excused absence report from the Dean of Student Affairs' office without penalty, HOWEVER, each additional unexcused absence will result in a 17 point reduction from the sum of points you earn in this course (which is roughly 5% of your course grade).

Missed Exams/Late Papers

Whenever you miss an exam with a university excused absence, these may be made up with arrangements made by calling the office phone number and scheduling a time to make the test up at the regional campus office with the office staff.

Late papers will be penalized with a 10 point automatic deduction of points from the start of the grade for the first week, an additional 10 points for each week afterward. I will accept late papers up to Dead Week for half credit at the start of the grading. Points will be deducted accordingly from the start of the paper. For example, when papers are turned in on-time everyone starts with a 100 percent, after grading points are deducted for errors or where improvements are necessary—the student may end up with 90%. Papers turned in the following week will begin with a possible 90% before grading deductions. Papers turned in the second week after they are due begin with a possible 80% before grading deductions. Late papers turned in Dead-week start with a possible 50% before grading deductions. Remember that things happen and half credit is always better than a calculated 0.

Those of you who choose to utilize the writing center can earn up to 10 points extra credit for using these services for your papers. Please provide me with proof of your online writing tutoring to receive this credit.

Mobile Devices / Computer Policy

University policy allows students to carry mobile phones to the classroom, but they must be set

on vibrate or silent so they do not disrupt the class. Please do not text, surf, or otherwise use your mobile devices during class.

Course Schedule (This schedule and tentative and subject to change***)**

Week	Date	Day	Topic
1	1/12	Tues	Introduction and Orientation Read Chapters 1 and 2
2	1/19	Tues	MLK Monday No School Discussion of Chapters 1 & 2 Read Chapter 3 & 4
3	1/26	Tues	Discussion of Chapters 3 & 4 Paper Discussion/Scene Discussion
4	2/2	Tues	Paper #1 Due Exam Review/Discussion
5	2/9	Tues	Exam #1 Read Chapter 5 & 6
6	2/16	Tues	Discussion of Chapters 5 & 6 Read Chapter 7 & 8
7	2/23	Tues	Discussion of Chapters 7 & 8 Return Papers and Exam 1 Recap Read Chapters 9 & 10
8	3/2	Tues	#2Paper Discussion/Scene Discussion
9	3/9	Tues	Paper #2 Due Exam Review/Discussion
	3/16	Thurs	Discussion of Chapters 9 & 10 Read Chapters 11 & 12 Paper #2 Due

10	3/23	Tues	Exam #2
11	3/30	Tues	Discussion of Chapters 11 & 12 Read Chapters 13 & 14 No CLASS FRIDAY
12	4/6	Tues	Film Discussion

13	4/13	Tues	- Discussion of Chapters 11 & 12 Read Chapters 15 -
14	4/20	Tues	Class discussion
15	4/27	Tues	Paper #3 is Due
16	5/4	Mon	Exam #3 (Final)