

# Persuasive Communications CMM 308 Section 101/102 (CRN 1775/1776)

Fall 2016

MWF 10:00-10:50/11:00-11:50

**INSTRUCTOR:** Deborah Adkins (adkins654@marshall.edu)

**Classroom:** Smith Hall 263

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

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**Office Hours:** MW 9:30-10:00, 1:00-2:30  
TR 11:00-12:00, 1:00-2:00, 3:15-3:30

**All other times by appointment.**

**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, Timothy A. (2013) Persuasion in the Media Age, 3<sup>rd</sup> 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; 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; Campaign 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; 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 persuasive situations.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Campaign Analysis</i>	1,3,4,5,6,7	1,2,3,4,5,7,8
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; Campaign Analysis</i>	1,2,3,4,5,7	1,2,3,4,5,7,8

## CLASS POLICIES

**DUE DATES:** Unless otherwise noted, assignments are due by start of class on the day an assignment is due. If the assignment requires you to submit by email or on blackboard, you should receive an acknowledgement within 48 hours of when the assignment is received, unless it arrives over a weekend and then it may be a little longer. Please make sure that all assignments are sent to the blackboard drop box, or put in my email or my mailbox in 257 Smith Hall when options are available.

**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 two weeks 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, in case the assignment is accidentally misplaced by the instructor. Sorry, we make mistakes too!☺

**ATTENDANCE:** Attendance is **required** for the course. A student who misses more than three class periods without a University excuse **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 9 unexcused absences or who misses the equivalent of four weeks of the class will receive a failing grade for the course.

\*Please see the university catalog for the definition of excused and unexcused absences.

Because weather related cancelations are possible, it is important that you not use valuable class days for frivolous reasons. Please be advised that assignments could be given electronically if, and when, weather conditions make it necessary.

**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

**Tardiness:** Given the nature of the class, **it is important that you arrive to class on time.** Late arrivals are distracting and result in missed information. After three (the equivalent of a week of classes) late arrivals you will be docked one day of class. Late arrivals can significantly distract the speaker, so if you must arrive late during a performance day, please wait until student speakers have sat down before entering the classroom.

**Cell Phones:** Please make sure that all cell phones are turned off or silenced 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. **Students will be**

**given one warning and afterward will be counted absent from class for texting during the class. If you are texting, you are not attending to the lecture or participating in the class, and are therefore, absent. Texting in-class includes reading text messages and simply checking for them.**

**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.

**Behavior/Respect:** This nature of this class requires you to have an opinion and to be able to articulate it; however, you are expected to be respectful to the instructor and your classmates when expressing yourself. I have very strong opinions on a wide variety of subjects and because of the nature of the class, will express them. You do not have to agree, but you must treat every person, if not their opinion, with respect. There is no reward for agreeing with me and no penalty for disagreeing as long as you are respectful.

### **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](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 paper copy of the syllabus that will be distributed. Additional copies can be found online on the Communication Studies website.

(<http://www.marshall.edu/commstu/commstu/Resources.html>)

**This syllabus is not considered a legal document and is subject to change as circumstances dictate. This is especially true when weather conditions dictate alterations in schedules and assignments. \*\***

## TENTATIVE CLASS SCHEDULE\*

DATE	Discussion	Assignment—Please read the assignment before the class.
<b>Week One</b> <b>August</b> M 22 W 24 F 26	Introduction to the course and to the Definition of Persuasion in the Media Age Historical and Contemporary Persuasion	<b>Chapter 1</b>
<b>Week Two</b> M 29 W 31 <b>September</b> F 2	Persuasion Theories  Group work or Exercise	<b>Chapter 2</b> Assignment: VALS Survey <a href="http://www.strategicbusinessinsights.com/vals/surveynew.shtml">http://www.strategicbusinessinsights.com/vals/surveynew.shtml</a> Due 9/16
<b>Week 3</b> M 5 W 7 F 9	Labor Day – No classes!! Persuasion & Ethics in the Media Age  Group work or Exercise	<b>Chapter 3</b>
<b>Week 4</b> M 12 W 14 F 16	<b>Exam #1 Chapters 1-3</b> Media Influences on Persuasion Media /Discuss Survey Results Audiences and Attitudes	<b>Chapter 4</b> Assignment Due: VALS Survey <b>Chapter 5</b> Assignment Due: VALS Survey 9/16
<b>Week 5</b> M 19 W 21 F 23	Audiences and Attitudes Visuals and Media Images Group work or Exercise	<b>Chapter 5</b> <b>Chapter 6</b> Assign Persuasive Analysis #1 due 9/30
<b>Week 6</b> M 26 W 28 F 30	Persuasion and Language  <i>Oral Discussion of Student Analysis</i>	<b>Chapter 7</b>  Assignment Due: Persuasive Analysis #1 #9/30
<b>Week 7</b> <b>October</b> M 3 W 5 F 7	<i>Oral Discussion of Student Analysis (if necessary)</i> Persuasion and Culture	<b>Chapter 8</b> Assign Persuasive Campaign: Partners due 12/7
<b>Week 8</b> M 10 W 12 F 14	Culture continued Exercise/Discussion	

<b>Week 9</b> <b>M 17</b> <b>W 19</b> <b>F 21</b>	<b>Exam #2 4-8</b> The Persuasiveness of the Sources Image & Credibility Group work or Exercise	<b>Chapter 9</b> <b>Assign Persuasive Analysis #2 10/28</b>
<b>Week 10</b> <b>M 24</b> <b>W 26</b> <b>F 28</b>	The Reasoning Process Fallacies Reasoning Continued Motivational appeals Group work or Exercise	<b>Chapter 10</b> <b>Chapter 11</b> <b>Assignment Due: Persuasive Analysis #2</b>
<b>Week 11</b> <b>M 31</b> <b>November</b> <b>W 2</b> <b>F 4</b>	<b><i>Oral Discussion of Student Analysis</i></b> Persuasive Campaigns & Movements Group work or Exercise	<b>Chapter 12</b>
<b>Week 12</b> <b>M 7</b> <b>W 9</b> <b>F 11</b>	Advertising Group Work or exercise	<b>Chapter 13</b>
<b>Week 13</b> <b>M 14</b> <b>W 16</b> <b>F 17</b>	Creating Persuasive Presentations Interpersonal Persuasion	<b>Chapter 15</b> <b>Chapter 14</b>
<b>Nov 21-26</b>	Fall Break	
<b>Week 14</b> <b>M 28</b> <b>W 30</b> <b>December</b> <b>F 2</b>	Group Work or exercise	
<b>Week 15</b> <b>M 5</b> <b>W 7</b> <b>F 9</b>	Group Work or exercise	<b>Campaign Paper due 5pm 12/7</b>
<b>Week 16</b> <b>M 12</b> <b>W 14</b> <b>F 16</b>	<b>Persuasive Campaign Presentations</b>	<b>All Oral presentations of campaign analysis due on assigned day of final week of classes.</b>
<b>Final Exam –</b>	<b>101-10:15-12:15 Monday, Dec 12</b> <b>102-10:15-12:15 Tuesday, Dec 13</b>	<b>Final Exam (Chapters 9-15)</b>

***\*The syllabus is subject to change based on the needs of the class, the weather, and at the discretion of the instructor.***

<b>Points Possible:</b>	<b>Assignments:</b>
10	VALS Survey & Discussion
100	Persuasive Analysis #1
5	Oral Discussion
150	Exam 1, 2, 3 (50 points each)
100	Persuasive Analysis #2
5	Oral Discussion
100	Campaign Analysis (Pair or group)
100	In-class exercises (5-10 points per exercise—cannot be made up)
25	Attendance/Participation
595	Total Points
100-90% A	595-536
89-80% B	535-476
79-70% C	475-417
69-60% D	416-357
59 – 0% F	356-0