

Marshall University

Course Title/Number	Persuasion: CMM 308
Semester/Year	Fall 2015
Days/Time	Tuesday/Thursday 12:30 pm - 1:45
Location	Smith Hall 261
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office Hours	T/R 8:30- 9:30; 11-12 W 4:30-8:30 F 8:30-11:30 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

Combs, James E. and Dan Nimmo. *The New Propaganda: The Dictatorship of Palaver in Contemporary Politics*. New York: Longman. 1993.

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

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,
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	1,2,3,4,5
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	1,2,3,4,5,7
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	2,3,4,5,6
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	1,2,3,4,5,7,8
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	1,2,3,4,5,6,7
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	1,2,3,4,5,7
Accurately apply persuasive theories to specific artifacts.	<i>Textbook; Class Discussions; Exercises</i>	<i>Exams; Artifact Analysis</i>	1,3,4,5,6,7	1,2,3,4,5,7
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

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Course Requirements

Background Check	10 Points
Think Pieces	40 Points
Midterm Exam	50 Points
Final Exam	50 Points

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%.

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.

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 Blackboard "Assignments" Link.

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

10 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). Consider the who, what, when, where, why, and how questions that exist within the texts and outside the texts. **Within:** 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? **Outside:** address 1) Who made the films? 2) What events have happened historically? 3) Where did these events happen? 4) When was the film made and how does that relate to events inside the film? 5) How is the film communicated? What genre? 6) For what purpose was the film made? 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.

40 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 BLACKBOARD "ASSIGNMENTS" LINK 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.	2	
Writing illustrates command of topic.	2	
Total		

CLASS SCHEDULE
Reading/Assignment Due

Week 1 8/25	Introduction
8/27	Film. "Operation Hollywood: How The Pentagon Shapes And Censors The Movies"
Week 2 9/1	Film. "Hollywood and The Pentagon: A Dangerous Liaison"
9/3	Borchers, "Persuasion and Language."
Week 3 9/7	Background Check Due
9/8	Combs & Nimo, "Introduction: As Ye Sow, Do Shall Ye Reap? Introducing the New Propaganda"
9/10	Combs & Nimo, "Introduction: As Ye Sow, Do Shall Ye Reap? Introducing the New Propaganda"
Week 4 9/14	Think Piece 1 Due
9/15	Combs & Nimo, "Chapter 1: From Small Acorns Do Mighty Oaks Grow: The Germination of the New Propaganda"
9/17	Combs & Nimo, "Chapter 1: From Small Acorns Do Mighty Oaks Grow: The Germination of the New Propaganda"
Week 5 9/21	Think Piece 2 Due
9/22	Combs & Nimo, "Chapter 2: Old Masters and New Propagators"
9/24	Combs & Nimo, "Chapter 2: Old Masters and New Propagators"
Week 6 9/28	Think Piece 3 Due
9/29	Combs & Nimo, "Chapter 3: The Logic of the New Propaganda: The Palaver of Technique and the Technique of Palaver"
10/1	Combs & Nimo, "Chapter 3: The Logic of the New Propaganda: The Palaver of Technique and the Technique of Palaver"
Week 7 10/5	Think Piece 4 Due
10/6	"The 9/11 Decade - The Image War"

10/8	Midterm
Week 8	
10/13	Combs & Nimo, "Chapter 4: Palaver in Political Cultures: Electoral, Bureaucratic, Diplomatic, and War Propaganda"
10/15	Combs & Nimo, "Chapter 4: Palaver in Political Cultures: Electoral, Bureaucratic, Diplomatic, and War Propaganda"
Week 9	
10/19	Think Piece 5 Due
10/20	Combs & Nimo, "Chapter 5: Propagated Consumers Consume Propaganda: Mass Advertisers, Public Relations, and New Propaganda"
10/22	Combs & Nimo, "Chapter 5: Propagated Consumers Consume Propaganda: Mass Advertisers, Public Relations, and New Propaganda"
Week 10	
10/26	Think Piece 6 Due
10/27	Combs & Nimo, "Chapter 6: The MMarketing of Popular Culture: Propagating Personae, News, and Education"
10/29	Combs & Nimo, "Chapter 6: The MMarketing of Popular Culture: Propagating Personae, News, and Education"
Week 11	
11/2	Think Piece 7 Due
11/3	Combs & Nimo, "Chapter 7: Scraping the Surface: The Tradition of Propaganda Analysis"
11/5	Combs & Nimo, "Chapter 7: Scraping the Surface: The Tradition of Propaganda Analysis"
Week 12	
11/9	Think Piece 8 Due
11/10	Combs & Nimo, "Chapter 8: Digging Beneath the Surface: Contemporary Critical Thinking Abiut Propaganda"
11/12	Combs & Nimo, "Chapter 8: Digging Beneath the Surface: Contemporary Critical Thinking Abiut Propaganda"
Week 13	
11/16	Think Piece 9 Due
11/17	Combs & Nimo, "Conclusion: Surveying Future Fields of Dreams"
11/19	Combs & Nimo, "Conclusion: Surveying Future Fields of Dreams"
Week 14	

11/24	FALL Break	
11/26	FALL Break	
Week 15 11/30		Think Piece 10 Due
12/1	Jowett & O'Donnell, "What is Propaganda, and How Does it Differ from Persuasion"	
12/3	Jowett & O'Donnell, "What is Propaganda, and How Does it Differ from Persuasion"	
Final Exam 12/8	12:45-2:45	