

Marshall University

Course Title/Number	Persuasion: CMM 308
Semester/Year	Spring 2016
Days/Time	Monday/Wednesday/Friday 10:00-10:50
Location	Smith Hall 227
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office Hours	T/R W F 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, correctly using a style of your preference.

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
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 writing and evidence	2	
At least four citations	2	
Total		

CLASS SCHEDULE
Reading/Assignment Due

TP=Think Piece

Week 1

Monday, 1/11	Introduction
Wednesday, 1/13	Film. "Operation Hollywood: How The Pentagon Shapes And Censors The Movies"
Friday, 1/15	Film. "Hollywood and The Pentagon: A Dangerous Liaison"

Week 2

Monday, 1/18	Martin Luther King, Jr. Holiday - University closed
Wednesday, 1/20	Borchers, "Persuasion and Language."
Friday, 1/22	Borchers, "Persuasion and Language."

Week 3

Monday, 1/25	Combs & Nimo, "Introduction."	Background Check Due
Wednesday, 1/27	Combs & Nimo, "Introduction: As Ye Sow, Do Shall Ye Reap?"	
Friday, 1/29	Combs & Nimo, "Introduction: As Ye Sow, Do Shall Ye Reap?"	

Week 4

Monday, 2/1	Combs & Nimo, "Chapter 7: Scraping the Surface"	TP1
Wednesday, 2/3	Combs & Nimo, "Chapter 7: Scraping the Surface"	
Friday, 2/5	Combs & Nimo, "Chapter 7: Scraping the Surface"	

Week 5

Monday, 2/8	Combs & Nimo, "Chapter 8: Digging Beneath the Surface"	TP2
Wednesday, 2/10	Combs & Nimo, "Chapter 8: Digging Beneath the Surface"	
Friday, 2/12	Combs & Nimo, "Chapter 8: Digging Beneath the Surface"	

Week 6

Monday, 2/15	Combs & Nimo, "Conclusion: Surveying Future Fields of Dreams"	TP3
Wednesday, 2/17	Combs & Nimo, "Conclusion: Surveying Future Fields of Dreams"	
Friday, 2/19	Combs & Nimo, "Conclusion: Surveying Future Fields of Dreams"	

Week 7

Monday, 2/22 Combs & Nimo, "Chapter 1: From Small Acorns" **TP4**

Wednesday, 2/24 Combs & Nimo, "Chapter 1: From Small Acorns"

Friday, 2/26 Combs & Nimo, "Chapter 1: From Small Acorns"

Week 8

Monday, 2/29 Combs & Nimo, "Chapter 2: Old Masters and New Propagators"

Wednesday, 3/2 "The 9/11 Decade - The Image War"

Friday, 3/4 Midterm

Week 9

Monday, 3/7 Combs & Nimo, "Chapter 3: The Logic of the New Propaganda"

Wednesday, 3/9 Combs & Nimo, "Chapter 3: The Logic of the New Propaganda"

Friday, 3/11 Combs & Nimo, "Chapter 3: The Logic of the New Propaganda"

Week 10

Monday, 3/14 Combs & Nimo, "Chapter 4: Palaver in Political Cultures" **TP5**

Wednesday, 3/16 Combs & Nimo, "Chapter 4: Palaver in Political Cultures"

Friday, 3/18 Combs & Nimo, "Chapter 4: Palaver in Political Cultures"

Week 11

Monday, 3/21 Spring Break: Classes dismissed

Wednesday, 3/23 Spring Break: Classes dismissed

Friday, 3/25 Spring Break: Classes dismissed

Week 12

Monday, 3/28 Combs & Nimo, "Chapter 5: Propagated Consumers Consume Propaganda" **TP6**

Wednesday, 3/30 Combs & Nimo, "Chapter 5: Propagated Consumers Consume Propaganda"

Friday, 4/1 Combs & Nimo, "Chapter 5: Propagated Consumers Consume Propaganda"

Week 13

Monday, 4/4	Combs & Nimo, "Chapter 6: The Marketing of Popular Culture"	TP7
Wednesday, 4/6	Combs & Nimo, "Chapter 6: The Marketing of Popular Culture"	
Friday, 4/8	Combs & Nimo, "Chapter 6: The Marketing of Popular Culture"	

Week 14

Monday, 4/11	Jowett & O'Donnell, "What is Propaganda?"	TP8
Wednesday, 4/13	Jowett & O'Donnell, "What is Propaganda, and How Does it Differ from Persuasion"	
Friday, 4/15	Jowett & O'Donnell, "What is Propaganda, and How Does it Differ from Persuasion"	

Week 15

Monday, 4/18	Jowett & O'Donnell, "Propaganda and Persuasion Examined"	TP9
Wednesday, 4/20	Jowett & O'Donnell, "Propaganda and Persuasion Examined"	
Friday, 4/22	COLA CONFERENCE	

Week 16

Monday, 4/25	Jowett & O'Donnell, "How to Analyze Propaganda"	TP10
Wednesday, 4/27	Jowett & O'Donnell, "How to Analyze Propaganda"	
Friday, 4/29	Jowett & O'Donnell, "How to Analyze Propaganda"	

Final Exam

Monday, May 2	10:15-12:15
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