***Reedley College ~ Spring 2015***

***Communication 4 – Persuasion***

***(55034) TuTh 9:30-10:45 (SOC39)***

**FINAL: 5/19 – 9-10:50**

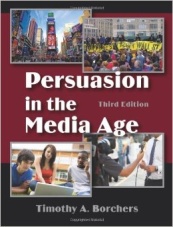
**Instructor:** Jennifer Graber-Peters **Office/Lab hours:** via email or by appt

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**Last Day to Drop w/Refund**: January 23 **Last day to drop w/o a W**: January 30

**Final drop date**: March 13



Textbook: Borchers, Timothy A. Persuasion in the Media Age. 3rd ed. Long Grove: Waveland Press, 2012

ISBN: 978-1-5766-826-8

**Advisory -- Eligibility for ENGL 125 Writing Skills for College and  ENGL 126 Reading Skills for College**

**COURSE DESCRIPTION , OUTCOMES, AND OBJECTIVES:**

**Course Description:**

An introduction to the study and practice of persuasive discourse, this course was designed to create an understanding of the constant persuasive messages that permeate modern life. This course covers both theory of persuasion and the application of persuasive techniques in personal and professional communication. Opportunities are provided for students to present and analyze persuasive materials orally and in writing as a way of developing communication and critical abilities.

**Student Learning Outcomes**:

*Upon completion of this course, students will be able to*:

1. Recognize, identify and analyze the use of persuasion in a variety of contexts.

2. Construct and deliver dynamic, competent and ethical presentations adapted to the purpose and audience.

3. Utilize organizational patterns and research materials that incorporate sufficient, credible, relevant evidence.

4. Explain the principles of human communication by critically evaluating public speeches through constructive critique and self-analysis.

**Objectives:**

*In the process of completing this course, students will be able to*:

1. Explain the differences between attitude, opinion, belief and behavior.

2. Explain the ethical considerations of any persuasive attempt.

3. Define classical and contemporary theories with respect to persuasion.

4. Explain the role and distinction between informative and persuasive messages in a variety of contexts.

5. Apply strategies to critically evaluate persuasive messages.

6. Explain the role of both verbal and nonverbal aspects of the communicative device and persuasion.

7. Deliver well organized, well researched speeches based on an audience analysis.

8. Develop skill in extemporaneous speaking, presenting a minimum of three speeches in front of an audience.

9. Present a variety of speeches for a total of approximately 25 minutes over the course of the semester.

**COURSE REQUIREMENTS:**

**Attendance: is required.** Attendance is crucial in a communication course. Not only does attendance count toward your participation grade, but it shows respect for your instructor and fellow classmates. Additionally, regular attendance has been shown to increase overall course grades.

Excused absences are allowed for illness or documented, unavoidable circumstances only. Absences for any other reason may be discussed prior to class. It is *your* responsibility to notify me by phone or email if you will be absent and to make arrangements to get notes and/or turn in the days assignments. A grade of “0” will be assigned if you miss a speech without an acceptable excuse. Work related excuses are not acceptable.

If you are absent, turn in your assignment before the start of the next class period. A grade of “0” will be assigned if you miss an assignment without an acceptable excuse. If you are absent on a speech day, with an excused absence, you may be allowed to make up your performance **if** time allows on the next make-up speech day. You must email me within one class period as to why you were absent. I will respond by email with my decision as to whether or not you have been excused.

More than 2 days of unexcused absences will result in a reduction of up to 5 participation points for each additional absence. **You will also forfeit your right to complete extra credit** if you have more than a week of unexcused absences. Any student who misses more than **4** classes before the drop date will be asked to drop the course. After the first week of class, it is your responsibility to add/drop the course through the proper channels at Reedley College. If you do not, you will receive your “earned grade” at the end of the semester. Please be responsible and “take care of business” so you can avoid problems associated with this issue.

If class will be cancelled, a note will be placed on the classroom door, an email will be sent and/ or an announcement will be posted on Blackboard.

**DO NOT BE LATE**. Excessive tardiness will result in a reduction of participation points from your final grade. If you are late the day of a speech, please wait outside until the speaker has finished. It is rude, inconsiderate, and disruptive to stroll into class during a speech. If by accident you do come in late during a speech, sit down in the first available chair and be very quiet. If you are more than ten minutes late, you may lose your opportunity to speak.

**Participation**: In addition to attending class, you are expected to actively participate in all classroom activities and group discussions. Therefore, plan on arriving to class on time and remaining until class is dismissed. Class participation is essential in a course of this nature where we work in groups, pairs, etc. You are expected to listen to both the instructor and your fellow classmates. Rude behavior will not be tolerated. Furthermore, **please turn off all phones or put on silent. Anyone seen texting in class will be asked to leave for the day.**

This also applies to homework, laptops, and any other devices or materials you may have with you. When you are in the classroom, you are here to learn. When another is speaking, your desk must be cleared of all other materials.

**Computer Access:** Since you will be spending considerable time researching and collecting sound evidence, you **must** have access to a computer (either in the RC library or at home). You should also have a basic knowledge of Word and Power Point.

**Blackboard:** You must have a basic knowledge of BB in order to complete assignments, turn in assignments and communicate with both your instructor and fellow students.

**Communication Lab:** Check out our Communication Lab in Soc 37 (right next door) for help with all of your assignments. Lab hours will be posted on the door. Be sure to take all your course materials with you and sign in when you arrive. You may also want to check out the Tutorial Center in the library and/or the Writing Center in Hum 59.

**COURSE POLICIES:**

**Cheating and Plagiarism**: Cheating and Plagiarism will not be tolerated in this class. Any act of cheating or plagiarism, whether large or small, will be treated the same. Students who are caught cheating or plagiarizing will receive an “F” on the assignment in question, will be reported to the proper authorities, and will be required to drop the class.

**Changes to the Syllabus**: The instructor reserves the right to make changes to the syllabus throughout the course of the semester. Any changes made to the course syllabus will be done in the best interest of the students. Changes may be announced verbally or online. **It is your responsibility** to make sure you are informed about any changes that occur.

**Students with Disabilities**: If you have a verified need for an academic accommodation or materials in alternate media (Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me as soon as possible.

**COURSE ASSIGNMENTS:**

**Participation/Class Activities:** Students are expected to **read assigned chapters before** **class** and come to class prepared to discuss the reading assignments. All students are expected to actively participate in class discussions.

There will be 10 Activities/Assignments throughout the semester. These activities and assignments are designed for you to apply what you learn in this course. Detailed information about each activity or

assignment will be given either during the class period as an in-class assignment the day it is due or the class

period prior to the due date if it is a take home assignment.

**Chapter Quizzes**: There are no exams! You will take true/false, multiple-choice, short answer **quizzes at the beginning of class on the assigned date**. Each quiz will cover information from the readings and lectures and will focus on the previous lessons. Quizzes will be handed out precisely at the start of class. If you are late, you will NOT be able to take the quiz. There are NO quiz make-ups. If you miss a quiz, you might consider completing an extra credit assignment to make up some of the missed points.

**Introduction Speech**: You will introduce yourself in a fun way. Further details will be provided.

**Persuasive Advertising Analysis Speech**: You will choose an everyday persuasive advertisement (i.e. magazine ad, billboard, commercial, PSA, etc.) and analyze it through the lens of two of the persuasive theories we have discussed. Further details will be given in class.

**Persuasive Campaign/Group Presentation:** You will work ingroups of 3-4 individuals and develop a marketing plan aimed at creating a product, service, or other persuasive message. There will be three parts to this assignment. Further details will be shared in class.

**Reflection paper**s: After each presentation (Persuasive Advertising and Persuasive Campaign) you will spend some time reflecting on your performance then will type a 1-2 page self-evaluation. Further details will be given in class.

**Peer Evaluations**: You will be evaluating your classmate’s presentations on several occasions in order to become better constructive critics as well as active listeners of public discourse.

**Extra Credit**: At various times during the semester, extra credit may be offered, either in class or posted on Blackboard in the announcements. Remember, Extra Credit means “extra work and extra effort.” Absolutely NO late assignments will be accepted. ***Additionally, if you have more than a week of unexcused absences, you will not be eligible for extra credit.***

**Make-Up Class**: At the end of the semester you *may* have the opportunity to make-up a missed speech if your absence has been excused. Names will be drawn randomly out of a hat if there are more make-ups than time allows. There is no guarantee all students will be able to do a make-up.

**Grade Tracking and Grading Scale**

Record your grades on this sheet and you will always know what grade you are currently achieving. To figure out your grade, add up the total points possible at any given time and then multiply that number by 90%, 80%, 70%, and so on. Then add up your actual points and see where you fall on the grading scale. For example, if by mid semester there are 50 points possible, 90% (A) would be 45-50; 80% (B) would be 40-44;etc. If you had 42 points, you would be in the “B” range.

**Assignment Possible Points Your Grade**

Introduction Speech 25 \_\_\_\_\_\_\_\_\_\_

Persuasive Advertising Analysis 100 \_\_\_\_\_\_\_\_\_\_

(Paper-50/Oral-50)

Persuasive Campaign 325 \_\_\_\_\_\_\_\_\_\_

(Preview-75/Magazine Ad-100/Commercial-150)

Activities/Assignments 100 (10 each) \_\_\_\_\_\_\_\_\_\_

Quizzes 300 (6 @ 50 pts. each)

Q1-50 \_\_\_\_\_\_\_\_\_\_

Q2-50 \_\_\_\_\_\_\_\_\_\_

Q3-50 \_\_\_\_\_\_\_\_\_\_

Q4-50 \_\_\_\_\_\_\_\_\_\_

Q5-50 \_\_\_\_\_\_\_\_\_\_

Q6-50 \_\_\_\_\_\_\_\_\_\_

Participation 50 \_\_\_\_\_\_\_\_\_\_

Peer Evaluations (3) 60 (20 each) \_\_\_\_\_\_\_\_\_\_

Reflection Papers (2) 40 (20 each) \_\_\_\_\_\_\_\_\_\_

**TOTAL POSSIBLE POINTS: 1,000** **MY POINTS**: \_\_\_\_\_\_\_\_\_\_

**Grading Scale:**

(Out of 1,000)

A = 900+

B = 800-899

C = 700-799

D = 600 – 699

F = 599 -

**Assignment Information**:

**Introduction Speech**: Think of a memorable time when you were persuaded or you persuaded someone else. Choose something that really stands out in your mind; a time when your mind was changed because of what someone said or what you said to them. Then create a 3 minute speech describing the persuasive event. What’s the back story? What happened? What was it that ultimately persuaded the other? Were you (or the other person) surprised?

**Persuasive Advertising Analysis**: You will choose an everyday persuasive advertisement (i.e. magazine ad, billboard, commercial, newspaper story, PSA, etc.) and analyze it through the lens of two of the persuasive theories we have discussed. Avoid using the text as a source; instead, gather research from additional sources. You must have at least four source citations in both your paper and your oral presentation.

In addition to a well organized introduction and conclusion your paper and presentation will have three sections.

1) Explanation – explanation of the theories being used and justification for their use (i.e. why is this theory appropriate for use with this advertisement).

2) Application – apply the theories to your advertisement. For example, if using Burk’s Dramatistic Pentad you would explain the scene, act, agent, agency, and purpose of your advertisement.

3) Implications – what have you learned from this analysis? Can social implications be drawn from your analysis? It may help you to answer these questions if you develop your own research question in your introduction. For example: Does Pepsi’s use of sexist language further the oppression of women?

You must include a copy of the advertisement as a visual aid. If the advertisement is digital, include a link in your paper where the advertisement can be viewed and be prepared to show your digital image in your presentation. You will present your analysis to the class in a 5 minute speech.

This written assignment will be graded based on the following criteria:

1) A clear understanding and explanation of the specific theory.

2) An ability to apply the theories to the advertisement.

3) A commentary as to the implications of the advertisement.

4) Readability of the paper (grammar and spelling)

A Grading rubric/criteria sheet will be provided for the oral presentation guidelines.

**Persuasive Campaign**: You will develop individually or with a partner, a marketing plan aimed at

creating a product, service, or other persuasive message. There will be three parts to this assignment:

1) Preview: In a detailed, full sentence outline, define, describe and detail the purpose of the product/project/service. What is it? How does it work or how is it used? Why is it needed? What problem does it solve? How does it compare to similar products/projects/services? You must use at least two credible references. Next, create a slogan and a logo for your product/project/service that will prepare you for the next step. Then share your concept with the class in a five minute speech. A criteria sheet will be provided for the oral presentation.

2) Magazine Ad: In a detailed, full sentence outline, define the target audience and explain how the language choice and use of color and images fits the selected audience. Explain the goal of your ad and how your idea will accomplish this goal. Then create an aesthetically appealing visual advertisement (on a poster board or powerpoint) that clearly shows your vision, including your logo and slogan. You will present a five-seven minute speech to the class which briefly reviews the campaign and explains your magazine ad. Be sure to include an explanation of the persuasive principles/theories that support your thinking about persuasion in this campaign, as well as cite credible research. A criteria sheet will be provided for the oral presentation.

3) Commercial: Create a “script” for your commercial idea which includes at least four references and directions for all phases of the commercial production. Film/video a commercial which will be presented in class. The commercial should have a narrator or speaking parts for actors, background music if needed, a clear slogan and persuasive message. . Introduce the commercial with a preview (review) of the campaign. After the commercial explain the persuasive theories behind your commercial choices. Your presentation should be five-seven minutes. A criteria sheet will be provided for the oral presentation.

Each group member must participate in all three parts of the assignment. Those who do not may be dropped from the group. Have fun! Be creative! Communicate often with your group. While you will be given some time to work on this assignment in class, you should plan ahead of time to meet a few times outside of class to complete this assignment.

After all presentations are completed, we will vote for the most creative and well thought out presentation. The group with the most creative product/project/service will earn extra credit.