******

***Communication 4 - Persuasion - Spring 2016***

***(51431) TuTh 9:30-10:45 (SOC39)* FINAL: 5/19 – 9-10:50**

**INSTRUCTOR: Jennifer Graber-Peters Office hours:** in Comm Lab by appointment

**Phone:** 559-859-6455 (text preferred) **Last Day to Drop w/Refund**: January 22

**Email address:** rcspeechtwo@yahoo.com **Last day to drop w/o a W**: January 29

 jenny.graber-peters@reedleycollege.edu **Final drop date**: March 11

**Required Materials:**

**1)TEXT**

Beeson, L. (2015). Persuasion: Theory and applications. New York, NY: Oxford University Press.

ISBN: 978-0-19-973235-7

**2) 882-E Scantrons** (5)

**Recommended Materials**:

MLA/APA Style Guide

***COURSE ADVISORY*:**

**It is recommended that you are eligible to take English 1A** (already completed English 125) at the time you take this course. This course involves research and organization skills which may be a challenge for you if you are not eligible for this English level.

**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 the speaker and regular attendance has been shown to increase overall course grades. Roll will be taken at the start of each class. Excused absences are allowed for verified school events or documented illness only. Verification must be submitted within one class period of the absence. Absences for any other reason may be discussed prior to class. Absences for doctor’s appointments, work schedules, vacations, car trouble, etc. will not be excused. 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 or exam without an acceptable excuse.

More than a week of unexcused absences will result in a reduction of 10 participation points for each additional absence. DO NOT BE LATE. Excessive tardiness will result in a reduction of 10 participation points for every two tardies. Any student who misses more than **2** weeks of class before the final drop date will be dropped from the course

Doors will be locked on speech days. If you are late on a speech day, please wait outside until the speaker has finished. Failure to do so will result in a reduction of points from your speech that day. If you lose all participation points, you will also forfeit your right to complete extra credit**.**

**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. 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. You will also be asked to give peer evaluations on speech days; both oral and written. Therefore, **plan on arriving to class on time and remaining until class is dismissed**. If you arrive late or leave early, you will have participation points deducted for the day. If you arrive late or leave early on a day an assignment is due, you will receive a 0 for that assignment.

Disruptive and rude behavior will not be tolerated. **Please turn off all phones for the class period.** 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 someone 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. You will be able to find the course syllabus, course documents, student examples of assignments, a place to ask questions and more.

It would be wise to become familiar with Blackboard early on in this class. ***It is your responsibility to check Blackboard for instructor absences, announcements, schedule changes, grades, etc.*** To log in, go to http://blackboard.reedleycollege.edu and use your college ID# as your username. If this is your first time, your password is also your college ID#. If you have used BB before, be sure to update your Blackboard account and check to see that your email address is correct. Many phones now allow you to link to blackboard and/or receive email. You may want to consider this option.

**Communication Lab:** Check out our Comm Lab in Soc 37 (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:**

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

**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**. You will need a scantron 882 for each quiz. Quizzes 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-Me In A Bag**: You will introduce yourself in a fun way. There are NO Make-Ups.

**Persuasion All Around Us 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. Maybe it was the best advice or worst advice. Maybe it was the way the information was presented. Maybe the timing of the persuasive message was ideal. Further details will be shared in class.

 **“The Best” Speech**: You will utilize what you know about Ethos, Pathos, Logos and persuade the audience that your topic is the “best” of all in that category. Further details will be shared in class.

**Group Project - Persuasive Advertising Analysis**: You will work together with a small group and create a final persuasive project. Your group 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. Further details will be shared in class.

**Outlines/References:** Outlines must be submitted to me before the assigned speech date (dates are on the calendar). No one will be allowed to give their speech without giving the instructor their outline ON TIME. So without an outline that student will receive a 0 on their outline, speech and reflection grade. Keep in mind this affects the individual AND it will also affect the group. Outline format will be taught in class. All outlines must be typed and in the proper format. Group outlines must contain outlines from each individual – students whose work is not included in the group outline will not be allowed to speak.

Outlines must include credible references listed in APA format. If you do not include references you will NOT be allowed to speak. These speeches are to be properly researched with the use of appropriate sources. The Group reference page must contain sources to support each individual speaker. Students who do not submit their sources on the group reference page will not be allowed to speak.

**Reflection Papers:** Papers must be typed and be in APA format style. I will not accept emailed papers. Do not come to class with your disk complaining you were “UNABLE” to print the file. Plan ahead and be responsible for your work. Remember this is college, not high school – all submitted papers MUST be typed, stapled and submitted at the beginning of class the date they are due. Further details will be given in class.

**Extra Credit**: There may be opportunities for extra credit assignments. This is your opportunity to make up any missed work. Further details will be discussed in class. Remember, extra credit means “extra effort, extra work, and extra care.” ***Late assignments will not be accepted for any reason. Additionally, if you have more than a week of unexcused absences, you will not be eligible for extra credit.***

**Final:**

The Final will be held in the same classroom but not necessarily at the same time. Please make a note on your calendar so you are aware of the time and date of your final. BE ON TIME. The door will be locked when finals are given out and anyone arriving late will not be able to take the final. I will NOT allow anyone to take the final prior to finals week without a documented medical excuse. Accommodations will not be made for vacation or travel reasons.

**Final note from the Instructor**

As your instructor, I am always happy to meet with you. Please feel free to meet with me if you are confused about any of the information covered in class or in the textbook. If you have questions regarding an upcoming assignment or presentation, I recommend you contact me before the last minute. I am here to help you in any way I can and my goal is for you to have a rewarding experience in Communication 4. Nonetheless, remember it is your responsibility as the student to:

1. Ask questions when confused and seek help
2. Come see me before it is too late
3. Be responsible for your grades
4. And read and understand this syllabus

**GRADE TRACKING SHEET**

I have provided you with this sheet so you can keep track of your grades as the semester progresses. By recording your grades on this sheet, 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.

|  |  |  |
| --- | --- | --- |
| **Assignments** | **Points Possible** | **Your Score** |
| Introduction Speech (MeInABag) | 25 |  |
| Persuasion…Outline | 25 |  |
| Persuasion All Around Us | 75 |  |
| The Best…Outline | 25 |  |
| The Best… | 100 |  |
| Group Outline | 55 (individual-25 Group-30) |  |
| Group Project | 200 |  |
| Group Peer Eval | 30 |  |
| Audience Eval (3 @ 10 each) | 30 |  |
| Reflection Papers (3 @ 20 ea) | 60 |  |
| Participation | 75 |  |
| Quiz 1 | 50 |  |
| Quiz 2 | 50 |  |
| Quiz 3  | 50 |  |
| Quiz 4 | 50 |  |
| Final | 100 |  |
| Total Points Possible | 1000 |  |

The following numerical guidelines will be used in the assignment of final grades.

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

599 or less = F

Let’s make this a positive and fun experience: This means NO PUT-DOWNS or PERSONALITY ATTACKS. Honest disagreements are welcomed – challenge an idea, but never a person. Profane, obscene, or derogatory language is not acceptable.

Keep an open mind, relax, and make some new friends!