[](http://www.reedleycollege.edu/)Calendar Spring 2017

**Communication 4: Persuasion**

Tuesday Thursday 11:00-12:15

Instructor:  James Bartram

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| Date |  | Jan | **Required Reading** |
|  |  | **Part I Introduction to Persuasion** |  |
| Week 1  1/10 | Tuesday | Course introduction: What is Persuasion? | Chapter1 |
| 1/12 | Thursday | Introduction Speeches (Speech 1) |  |
| Week 2  1/17 | Tuesday | Attitudes | Chapter 2 |
| 1/19 | Thursday | Attitudes |  |
| Week 3  1/24 | Tuesday | Attitudes and Behavior | Chapter 3 |
| 1/26 | Thursday | Quiz 1 (Chapters 1-3)  Assign Values Speech |  |
|  |  | **Part II The Persuasion Process** |  |
| Week 4  1/31 | Tuesday | Source Factors | Chapter 4 |
| 2/2 | Thursday | Meet in Library |  |
|  |  | **Feb** |  |
| Week 5  2/7 | Tuesday | Message & Receiver Factors | Chapters 5 & 6 |
| 2/9 | Thursday | Quiz 2 (Chapters 4-6) Peer Review Outlines |  |
|  |  | **Part I Theory** |  |
| Week 6  2/14 | Tuesday | Values Speeches (Speech 2)  Outlines due at start of class |  |
| 2/16 | Thursday | Values Speeches  Assign Hostile Audience Speech |  |
| Week 7  2/21 | Tuesday | Role of Theory | Chapter 7 |
| 2/23 | Thursday | More on Theory |  |
| Week 8  2/28 | Tuesday | Social Judgment Theory | Chapter 8 |
| 3/2 | Thursday | Social Judgment Theory |  |
|  |  | **Mar** |  |
| Week 9  3/7 | Tuesday | Constituency and Conative Dissonance Theory | Chapters 9 |
| 3/9 | Thursday | Constituency and Conative Dissonance Theory |  |
| Week 10  3/14 | Tuesday | Reasoned Action Approach | Chapters 10 & 11 |
| 3/16 | Thursday | Elaboration Likelihood Method |  |
| Week 11  3/21 | Tuesday | More Theory |  |

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| 3/23 | Thursday | Quiz 3 (Chapters 7-11)  Peer Review  Assign Paper |  |
|  |  | **Part IV Applied Practice** |  |
| Week 12  3/28 | Tuesday | Hostile Audience Speech (Speech 3) |  |
| 3.30 | Thursday | Hostile Audience Speech  Assign Campaign Presentations |  |
|  |  | **April** |  |
| Week 13  4/4 | Tuesday | Compliance | Chapter 12 |
| 4/6 | Thursday | Compliance |  |
| Week14  4/10-4/15 |  | Spring Break |  |
| Week 15  4/18 | Tuesday | Ethics  Papers Due | Chapter 13 |
| 4/20 | Thursday | Quiz 4 (Chapters 12-13) & Work Day & Peer Review |  |
| Week 16  4/25 | Tuesday | Campaign Presentations  Outlines due before class (Speech 4) |  |
| 4/27 | Thursday | Campaign Presentations |  |
|  |  | **May** |  |
| Week 17  5/2 | Tuesday | Campaign Presentations |  |
| 5/4 | Thursday | Campaign Presentations |  |
| Week 18  5/9 | Tuesday | Campaign Presentations |  |
| 5/11 | Thursday | Final Review |  |
| Week 19 | 15th – 19th | Finals Week (Final exam is a comprehensive exam – all chapters and lecture notes) |  |

***Schedule is subject to change – all changes are announced in class.***

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| Your Class | Date Assigned For Final | Time Assigned For Final |
| Comm. 4 ~ 11am Class | Tuesday May 16th | 11 Am |