

**Persuasion – COMM 4**

**Spring 2018 – Course #52762**

**3 units**

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| **Instructor:** Elise Barba  **Times:** TTH, 9:30 – 10:45  **Location:** SOC 36 | **Email:** [elise.barba@reedleycollege.edu](mailto:elise.barba@reedleycollege.edu)  **Preferred Method of Contact:** Canvas |
| **Office Hours:** by appointment | |

**Required Textbook:** ISBN 978-0-19-973235-7

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

*Supplemental Readings will be made available on Canvas.*

**Dates to Note:**

*January 19 (F):* Last day to drop a Spring 2018 full-term class for full refund

*January 26 (F):* Last day to register for a Spring 2018 full-term class in person

*January 26 (F):* Last day to drop a Spring 2018 full-term class in person to avoid a “W”

*January 28 (SU):* Last day to drop a Spring 2018 full-term class on WebAdvisor to avoid a “W”

*March 9 (F):* Last Day to drop a full-term class (letter grades assigned after this date)

**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.

# **Advisories/Prerequisites:**

Eligibility for English 1A or 1AH.

Knowledge of word processing and presentation programs

**Student Learning Outcomes (SLO):**

*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.

**Classroom Policies\*:**

Attendance:

* Students who miss the first week of class will automatically be dropped.
* You are allowed *four* unexcused absences without penalty. *Use them wisely.* For every additional absence, your final grade will be lowered by 5%.
* Every *two* tardies will be considered an absence. I will not alert you to this conversion. Be on time, and plan to stay for the entire class period.
* *It is your responsibility to get any missed notes or assignments*. It is also your responsibility to provide documentation of an excused absence – I will not ask.

Participation:

* COMM 4 is a lecture, discussion, and performance course, and your participation is expected and encouraged in all of these areas.
* Open participation requires respect and tolerance for the presentation of diverse ideas and experiences. Differences in viewpoints should be offered in a manner that promotes the free exchange of ideas and the development of mutual understanding.
* Readings should be completed *in their entirety* by the beginning of the class for which they are assigned (Reading quizzes comprise 10% of your overall grade!)

**IMPORTANT NOTE**: If it becomes apparent that students are consistently failing to complete assigned readings, students will be expected to turn in assigned chapter outlines at the beginning of each period in order to earn daily attendance points.

* **Electronics:** Behaviors that distract from the learning environment will not be tolerated, as such I invite you to unplug when you enter the classroom. Students that have phones out during class will be asked to leave.

Missed Assignments & Late Work:

* *NO LATE OR EMAILED PAPERS* will be accepted.
* *NO LATE QUIZZES* will be proctored.
* This class fulfills the oral component for the general education requirements. You CANNOT pass this class if you miss a speech.

Written Assignment Expectations:

* All written assignments must be typed, double-spaced, single-sided, 12-pt standard font, 1-inch margins, and *stapled*. *This includes outlines.*
* The minimum page length on written assignments is *a minimum* – you need to hit the BOTTOM of 1 page in order to meet the minimum requirements for a 1-2 page writing assignment. Anything shorter than 1 full page will receive a corresponding deduction in credit.
* *Spell-check and proofread your work.*

Email/Canvas Etiquette:

* You will be expected to check your Canvas inbox and school email daily for announcements and as the main source of outside communication from your instructor. Please use the following template when emailing me:

Dear Ms. Barba/Elise,

Greeting, identification of who you are, statement of specific question

Sincerely,

Student name

**IMPORTANT NOTE**: The average response time for email is between 24-48 hours, so do not wait until the last minute for assignment questions. Also, emails received after 5 pm on Friday may not be answered until Monday morning.

University Policies:

**Student Rights**: So that students are fully aware of their rights and responsibilities they are encouraged to become familiar with the “Campus Policies” section of the Schedule of Courses. This material includes information regarding cheating and plagiarism, disruptive classroom behavior, and other instructional issues. Students with disabilities should identify themselves so that appropriate accommodations can be made.

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

**Changes to Syllabus:** As the semester progresses, there may be changes or alterations to the schedule and class syllabus. The instructor reserves the right to make changes to this syllabus and to the class calendar if extenuating circumstances arise. This right extends to assignments, evaluations, and all other aspects of the course. Announcements will be posted or said aloud in class if need be; it is your responsibility to keep up with the class changes. I strongly recommend exchanging phone numbers and/or emails with at least two people in class.

**Plagiarism**: Plagiarism and cheating will not be tolerated in this class. Any student found to plagiarize, fabricate or otherwise submit dishonest work will automatically receive an F for the

assignment. This policy will apply regardless of the magnitude of the offense (i.e., how much

is plagiarized or fabricated) or the studentʼs intent (i.e., whether the offense is deliberate or a

mistake). I pursue any hint of plagiarism or fabrication that I detect in your work. If you are not

sure about something you are using in your writing/speech, or whether/how to attribute

information, always ask before proceeding.

“Plagiarism is a specific form of cheating: the use of another’s words or ideas without identifying them as such or giving credit to the source. Plagiarism may include, but is not limited to, failing to provide complete citations and references for all work that draws on the ideas, words, or work of others, failing to identify the contributors to work done in collaboration, submitting duplicate work to be evaluated in different courses without the knowledge and consent of the instructors involved, or failing to observe computer security systems and software copyrights. Incidents of cheating and plagiarism may result in any of a variety of sanctions and penalties, which may range from a failing grade on the particular examination, paper, project, or assignment in question to a failing grade in the course, at the discretion of the instructor and depending on the severity and frequency of the incidents.”

Course Outline:

**Assignments\*:**

Self-introduction Speech: 5% of total grade. A *2-3 minute* self-introduction, focusing on one aspect of yourself you wish to highlight for the class as an ice-breaker. You will briefly introduce yourself and a favorite life experience such as favorite dish, place, book, film, restaurant etc., and persuade the audience to experience it as well.

Values Speech: 10% of total grade; accompanying outline: 5%. Students will prepare a 6-7 minute presentation in which they will present a value-based persuasive speech, designed to persuade the audience to take a particular course of action. Detailed assignment guidelines and rubric will be available on Canvas and discussed in class.

Hostile Audience Speech: 20% of total grade; accompanying outline: 5%. Students will prepare a 7-9 minute presentation in which they will craft a message designed to persuade an audience that is predisposed *not* to agree with your position. (For example, a speech to the NRA advocating restrictions on firearms.) Be creative, and push your comfort zone!

Persuasive Advertising Analysis: 15% of total grade. 15-20 minutes in length. You will work together with a small group and create a final persuasive project. Your group will create 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.

Peer Critique Paper: 10% of total grade. *3-4 pages in length.* Evaluating speeches by others not only enhances critical thinking skills but also helps speakers to recognize areas for improvement in their own presentations. You will write ananalysis of a speech given by another student in the class, following guidelines just like to those your professor uses to grade speeches. The critique paper will be graded on the depth, breadth, and constructive tone of your analysis.

Reading Quizzes: 10% of total grade. In order to ensure students are completing and understanding course readings, ten scheduled quizzes will be given throughout the course of the semester.

Midterm Exam: 10% of total grade. This exam that will consist of objective questions on material from lectures, readings, and class discussions covered during the first half of the course; *material from required readings will be included whether or not discussed in class*. An 882-E Scantron is required.

Final Exam: 10% of total grade. This exam that will consist of objective questions on material from lectures, readings, and class discussions covered during the second half of the course; *material from required readings will be included whether or not discussed in class*. An 882-E Scantron is required.

Specific assignment guidelines for speeches and written outlines will be provided in class.

**Course Grade Distribution:**

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| **\*Changes to Syllabus:** |
| The instructor reserves the right to make changes to  this syllabus and to the class calendar in the event of  extenuating circumstances. Denying that you heard  an assignment change or evaluation process change  is not a basis for appealing the information contained  in this syllabus. |

Self Introduction Speech 5%

Values Speech 10%

Persuasive Advertising Analysis 15%

Hostile Audience Speech 20%

Outlines (2 @ 5% each) 10%

Peer Critique Paper 10%

Reading Quizzes 10%

Midterm Exam 10%

Final Exam 10%

**Tentative Course Schedule\*: TBD**

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| 1/9 | Tuesday | 1. Syllabus Overview  2. Ice Breaker Activity |  |
| 1/11 | Thursday | Self Introduction Speeches | **Self Introductions** |
| 1/16 | Tuesday | 1. Why Study Persuasion?  2. *Reading Quiz 1* | **Chapter 1** |
| 1/18 | Thursday | 1. What Constitutes Persuasion?  2. *Reading Quiz 2* | **Chapter 2** |
| 1/23 | Tuesday | 1. Attitudes and Consistency  2. *Reading Quiz 3*  3. *Assigned:* Values Speech | **Chapter 3** |
| 1/25 | Thursday | Outlining & Using Technology |  |
| 1/30 | Tuesday | 1. Credibility  2. *Reading Quiz 4* | **Chapter 4** |
| 2/1 | Thursday | 1. Persuasive Speechmaking  2. Outline Workshop |  |
| 2/6 | Tuesday | *Values Speeches* (6 per day) | **Outline due on assigned speech day** |
| 2/8 | Thursday | *Values Speeches* |  |
| 2/13 | Tuesday | *Values Speeches* |  |
| 2/15 | Thursday | *Values Speeches* |  |
| 2/20 | Tuesday | Finish *Values Speeches* |  |
| 2/22 | Thursday | 1. Communicator Characteristics  2. *Reading Quiz 5*  3. *Assigned:* Hostile Audience Speech | **Chapter 5** |
| 2/27 | Tuesday | Midterm Review Day |  |
| 3/1 | Thursday | **MIDTERM EXAM** | **Bring 882-E Scantron** |
| 3/6 | Tuesday | 1. Language and Persuasion  2. *Reading Quiz 6* | **Chapter 7** |
| 3/8 | Thursday | 1. Nonverbal Influence  2. *Reading Quiz 7*  3. *Assigned:* Peer Critique Paper | **Chapter 8** |
| 3/13 | Tuesday | 1. The Ethics of Persuasion  2. *Reading Quiz 8* | **Chapter 16** |
| 3/15 | Thursday | 1. More on Ethics...  2. Speech/Outline Workshop |  |
| 3/20 | Tuesday | *Hostile Audience Speeches* | **Outline due on assigned speech day** |
| 3/22 | Thursday | *Hostile Audience Speeches* |  |
| 3/26-3/29 | Monday-Friday | **SPRING BREAK** | **HAVE FUN!** |
| 4/3 | Tuesday | *Hostile Audience Speeches* |  |
| 4/5 | Thursday | *Hostile Audience Speeches* |  |
| 4/10 | Tuesday | Finish *Hostile Audience Speeches* |  |
| 4/12 | Thursday | 1. Visual Persuasion  2. *Reading Quiz 9*  3. *Assigned:* Persuasive Advertising Analysis | **Chapter 14** |
| 4/17 | Tuesday | “Thank You for Smoking” | **Peer Critiques due to Canvas** |
| 4/19 | Thursday | 1. “Thank You for Smoking”  2. Ethics, Advertising, and Compliance Gaining... |  |
| 4/24 | Tuesday | 1. Deception  2. *Reading Quiz 10* | **Chapter 12** |
| 4/26 | Thursday | PAA Group Work Day |  |
| 5/1 | Tuesday | *Persuasive Advertising Analyses* (3 per day) |  |
| 5/3 | Thursday | *Persuasive Advertising Analyses* |  |
| 5/8 | Tuesday | Final Exam Review |  |
| 5/10 | Thursday | NO CLASS: 1-on-1 Faculty Consultations |  |
| 5/14 | Thursday | **FINAL EXAM @ 9:00 AM – 10:50 AM** | **Bring an 882-E Scantron** |