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***Communication 4 - Persuasion - Spring 2019***

***(55702) MWF 11-11:50 (BUS42)* FINAL: 5/20 – 11-12:50**

**INSTRUCTOR: Jennifer Graber-Peters Office hours:** MW 9:30-10:30

**Email address:** rcspeechtwo@yahoo.com **Last Day to Drop w/Refund**: January 25

jenny.graber-peters@reedleycollege.edu **Last day to drop w/o a W**: February 1 and 3

 **Final drop date**: March 8

**Required Materials:**

 **Frymier, A. B., & Nadler, M. K. (2017). *Persuasion: Integrating theory, research, and practice* (4th ed). Dubuque, IA: Kendall-Hunt. ISBN # 978-1-5249-0737-2**

**1)TEXT**

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

**Recommended Materials**: APA Style Guide

*\*Supplemental Readings will be made available on Canvas.*

***COURSE ADVISORY/PREREQUISITES*:**

**\*Eligibility for English 1A or 1AH**

**\*Knowledge of word processing and presentation programs**

**\*Successful completion of at least one Communication course**

This course involves research, reading and organization skills which may be a challenge for you if you are not eligible for this English level and/or haven’t successfully completed another Communication class.

**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. Roll will be taken at the start of each class. Absences will be excused for verified school events or documented illness only. If you are a member of a team or club on campus that will take you away from class, you must make arrangements with me prior to your absence. If you are ill, verification must be submitted within one class period of the absence. Absences for doctor’s appointments, work schedules, vacations, car trouble, etc. will not be excused. Please plan in advance. It is *your* responsibility to notify me by email if you will be absent and to make arrangements to get notes from a classmate and/or turn in the days assignments. A grade of “0” will be assigned if you miss a speech/exam without an acceptable excuse (which may lead to you failing the class-see “Speeches” section).

Knowing that sometimes “life happens,” every student will receive one free absence; no questions asked. Each unexcused absence after that will result in a reduction of 10 participation points (30 points in Friday class). More than a week of unexcused absences may result in you being dropped from the course.

**Participation**: The material in this course is complicated and your active participation in discussion is essential for understanding. You are expected to listen to both the instructor and your fellow classmates. To earn participation, you need to have read and thought about that day’s chapter concepts as well as completed the participation assignments (see below). Be prepared to ask questions, offer examples, and apply concepts to class exercises.

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 silence all phones for the class period and leave in your bag** unless otherwise directed. Anyone seen texting in class will be given one warning and then 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 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.

**Canvas:** You will be able to find the course syllabus, course documents, student examples of assignments, a place to ask questions and more on Canvas. It would be wise to become familiar with Canvas early on in this class. ***It is your responsibility to check Canvas for announcements, schedule changes, grades, instructor absences, etc.*** To log in, go to http://www.reedleycollege.edu and click on the "instructions for using Canvas link." Please note that percentages on Canvas don’t accurately reflect course grades. I calculate scores based on total points.

**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.

Participation/Teach Days: This assignment asks you to demonstrate your ability to identify and explain examples of persuasive communication occurring in your daily life. On specific days, you will help teach the lesson for that day. Further details will be shared in class.

**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, consider completing an extra credit assignment to make up some of the missed points.

**Introduction Speech-Two Truths and A Lie**: You will introduce yourself in a fun way. More details will be provided in class. There are NO Make-Ups.

**Persuasion All Around Us Speech**: You will share a memorable time when you were persuaded or you persuaded someone else. 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 on the due date. No one will be allowed to give their speech without their outline turned in ON TIME. So without an outline that student will receive a 0 on their outline, speech and reflection grade (which will make it impossible for you to pass the class). All outlines must be types, in the correct format and include credible references listed in APA format. If you do not include references you will NOT be allowed to speak.

**Reflection Papers:** Papers must be typed and be in APA format style. Reflections must be submitted on Canvas. I will not accept emailed or printed papers. Plan ahead and be responsible for your work. 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 note from the Instructor**

As your instructor, I am always happy to meet with you. If you have questions regarding an upcoming assignment or presentation, I recommend you read the syllabus/calendar first. If you still have a question, contact me by email and before the day the assignment is due so you have time to complete the work. I am here to help you in any way I can and my goal is for you to have a rewarding experience in Communication 1.

This syllabus serves as a contract between you and I. By reading and discussing this syllabus, you agree to knowing what it contains and abiding by my student “ABCs”:

1. **A-Ask questions** about assignments or policies early on.
2. **B-Be responsible** for your grades, for knowing the syllabus, for attendance, etc.
3. **C-Come to class** every day and on time.

**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.

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| **Assignments** | **Points Possible** | **Your Score** |
| Introduction Speech  | 25 |  |
| Persuasion…Outline | 25 |  |
| Persuasion All Around Us | 75 |  |
| The Best…Outline | 25 |  |
| The Best… | 100 |  |
| Group Outline | 50 (individual-25 Group-25) |  |
| Group Speech | 200 |  |
| Grade My Group  | 25 |  |
| Participation/Att/Peer Eval | 100 |  |
| Reflection Papers (3 @ 25 ea) | 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!