

COMM 346
Dr. Carl Kell
2007-08

Course Syllabus

Introduction

COMM 346 presents persuasion through the examination of various aspects of popular culture – politics, mass media, advertising, and the internet – as they teach critical theories of persuasion. In that regard, the course and the text highlights three areas of high interest:

1. The culture is increasingly varied in every aspect of life.
2. Our world is “flat”. Space, difference, and interactivity dominate our personal and public space.
3. We are facing a crisis in ethics on every front.

In the 21st century, we need to be skilled critics of the persuasion we engage in from day-to-day and we have to learn how to manage our roles as consumers of persuasion.

I hope you have come to the right place to fine tune your education in the smart consumption of culture persuasion.

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In-class Activities – Reports, Discussions, etc.

- Chapter 1 Collect examples of advertising that exhibit the various strategies and tactics of the Rank Model.
- Chapter 2 Make an **Ethics Folio** (three [3] examples of unethical persuasion as defined in Chapter 2) Get your three examples from advertisements, editorials, newspaper or magazine articles, sermons, PR releases, direct marketing appeals on TV, the Internet, and telemarketing.
- Chapter 3 Compare music lyrics making social statements across pop, rock, rap, and country genres. What types of persuasive appeals are being made?
- Chapter 4 Watch an episode of your favorite TV show. Was there anything in the show that may be attempting to change your mind through peripheral processes?
- Chapter 5 Report on various kinds of “maps” i.e., experiences you have only heard of or foods etc... that you have never tasted or experienced.
- Chapter 6 Surf the net looking for examples of each element of Burke’s Pentad. Get one example for all five points.
- Chapter 7 Review various ads for a single product type (cars, perfume, travel rates, and so on) and compare process premises being used.
- Chapter 8 Examine a company brochure for financial assistance programs available on/off campus focusing on content premises.
- Chapter 9 Interview a student from another culture as to their interactions with the resident American culture.
- Chapter 10 Depending on your gender, find examples (several) of nonverbal patterns typical of your gender in advertisements.
- Chapter 11 Visit the homepages of various Kentucky candidates (several) for elected offices. Note the kinds of items they contain and speculate on how effective these pages are – in general terms.
- Chapter 13 Review the media i.e., internet, email, etc... using some of the theories in the Chapter (e.g., Schwartz and McLuhan).

* You may select 10/12 (10 points each). Let me know which (2) Chapters you do not select for your work.

Class Schedule

The weeks of:

	Part I <i>Nature of Persuasion as a Field of Study</i>	
August 27 – 30	Chapter 1	Course orientation, schedule issues, assignments
Sept. 4 – 6	Chapter 2	
Sept. 10 – 13	Chapters 3 / 4	
Sept. 17 – 20	Chapters 3 / 4	
Sept. 24 – 27	Chapters 5 / 6	
October 1 – 3	End study of Chapters 1-6	
October 4 – 6	<u>Fall Break</u>	
October 8 - 11	<u>Test Review</u>	
October 15 / 16	TEST – Part I – Chapters 1 – 6	
	Part II	
October 22 - 25	Chapters 7 / 8	
October 29 – Nov. 1	Chapter 9	* Kell trip
November 5 - 8	Chapter 10	* Kell trip
Nov. 12 - 15	Chapters 11 / 13	
November 19 - 20	Chapters 11 / 13	
November 26 - 29	Final Projects / Team Meetings	(teams will have met earlier to get ready for this week.)
December 3 – 6	<u>Team Reports</u>	
	<u>Final Exam</u>	Check the 2007 Fall Semester Exam Schedule

Grading – Tests – Requirements

1.	Tests (during the term)	One test @ 100 pts. Chapters 1-6	=	100 points
2.	In-class Activities		=	100 points
3.	Final Project		=	100 points
4.	Final Test – Chapters 7-10, 11, 13, with <u>some</u> course questions/comprehensive areas to be announced.		=	100 points
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				<u>400 points</u>

Grade System

A = 400 – 350

B = 349 – 300

C = 299 – 250

D = 249 – 200

F = 199 – 0