

COMM 346 – PERSUASION
Fall, 2005
Dr. Kell

Text: *Persuasion and Influence in American Life*, Gary C. Woodward and Robert E. Denton, Jr., 5th Edition (Prospect Heights, IL: Waveland, 2004).

<u>Meeting</u>	<u>Class Topics</u>	<u>Readings</u>
Aug. 29	Overview of the Course: Reading, Lectures, Exams <ul style="list-style-type: none">• Persuasion as a subject for study• The state of our knowledge: theory testing and theory building• Basic communication models	Ch 1
Sept. 9	Persuasion: Philosophy, Science and Art <ul style="list-style-type: none">• Plato and the Sophists: the feud over the Value of public opinion• Open and closed societies• Restrictions on communication in American Society• Rhetoric as a Liberal Art• Overview of semester project	Ch 2
Sept. 12	Language, Persuasion and Objectivity <ul style="list-style-type: none">• Persuasion, language, and knowledge• The perspectives approach• Denotative and connotative symbols• Manifest, latent, and “subliminal” persuasion	Ch 3
Sept. 19	Persuasion and Reasoning <ul style="list-style-type: none">• Reasoning processes: some useful distinctions• Factual and judgmental claims• Implied and stated components of arguments• Analytic arguments and practical enthymemes• Demonstration and argumentation• Finding “good reasons” for claims• Traditional types of defective reasoning	Ch 4
Sept. 26	Social Perspectives on Persuasion <ul style="list-style-type: none">• Audiences: primary and secondary• Identification through norms and commonplaces• Methods for assessing attitudes and beliefs• The audience-based model: review and discussion• Audience receptivity: environmental factors	Ch 7
Oct. 3	EXAM – CHAPTERS 1,2,3,4	

Oct. 10	<p>Psychological Models of Persuasion-Sum of Your Actions, Traits, Thoughts, Feelings, Desires</p> <ul style="list-style-type: none"> • Social learning theory • Dissonance theory • Enforced discrepant behavior theory • Mechanisms for explaining why things go wrong • Widely tested receiver effects • Persuadability profiles • One-sided vs. two-sided persuasion • The placement of arguments • Combative and cooperative strategies 	Ch 6
Oct. 17	<p>Interpersonal Settings for Persuasion</p> <ul style="list-style-type: none"> • Performances • Regional behavior • Impression management and social learning theory • Verbal and nonverbal settings 	Ch 8
Oct. 24	EXAM – CHAPTERS 6, 7, 8	
Oct. 31	<p>Advertising as Persuasion</p> <ul style="list-style-type: none"> • The goals of advertising • Social, political, and commercial forms • How advertising works • Variables of product, market, message, and media considerations • How ads are tested • Case Studies: selling the U.S. Army, cigarettes, and Mobil Corporation 	Ch 10
Nov. 7	<p>Political Persuasion</p> <ul style="list-style-type: none"> • The forms of political persuasion • Major features of political persuasion • Campaign design and implementation • Use of free and “paid” media 	Ch 11
Nov. 14	<p>Ethics of Persuasion</p> <ul style="list-style-type: none"> • The special relevance of ethics to persuasion • Key perspectives that generate ethical guidelines • Film and discussion: Marjoe 	Ch 12
Nov. 14	Final Project (work)	
Nov. 28	Final Project – Presentations	
Dec. 5	Final Project – Presentations	

FINAL EXAM – COMPREHENSIVE (TBA)

Comm 346-Persuasion
Final Project
Presentation Guidelines Part III

1. Each team will have 4-6 min. to present your report.
2. You may use any visuals/media that will help the project as to purpose and results.
3. You may either:
 - a) show the finished messages and then detail how you constructed the,
or
 - b) reverse the process i.e., detail theories and argument construction, then show the finished arguments.
4. The presentation should be arranged in this order:
 - Identify the group.
 - Describe their current public message campaign(s).
 - Describe the new or altered messages you developed with input from the group) in conjunction with the target audience(s).
 - Especially note the types of appeals and/or proofs that these audiences are likely to support
 - Conclude with the learning experience you encountered.
5. Hand in all relevant materials connected to the project.
 - a) a statement of hours served with the group.
 - b) a list of sources used for the project.
 - c) you or your partner should determine the order, style, length of the final project.

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PERSUASION
SPECIAL PROJECT 2005**

WKU Health Campaign

1. Describe a health issue facing students on our campus and university/college campuses nationwide.
2. The two persuasive messages for the audience, should be described and developed in terms of the theories of persuasion used to develop them. You must prepare two “Anatomy of Argument” charts as a part of your report and presentation.

“Anatomy of Argument”
 - Claim
 - Support-emotional, logical, data proof
 - Conclusion
3. Develop two different formats i.e., direct mail flyer, magazine or newspaper ad, or a venue of your choice to transform the arguments into persuasive media messages.
4. An oral and written report will be presented in class during the last week of class (TBA).
5. Design the two arguments in terms of persuasion research i.e., two-sided versus one-sided, dissonance theory, inoculation theory etc . . . Show how you constructed the two arguments i.e., what theories were used to develop each argument.