COMM 544: PERSUASIVE COMMUNICATION

Student Disability Services:
In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Electronics Policy:
Due to recent advances in technology, cell phones, iPods, pagers, etc. will not be allowed out during class time. Cell phones shall not be used for any purpose during class time. Any student with a cell phone in hand or on his or her desk during class time will be asked to leave class and will be counted absent for that day. This policy applies during student presentations as well as during lecture and discussion. Any student using a cell phone during an exam will receive a zero on that exam and may be subject to other university discipline. Laptops also will not be allowed out during class without the permission of the instructor.

Readings:

AND
Weekly Readings made available on Blackboard or via the Helms-Cravens Library databases and reserves. All readings posted on Blackboard will only be available for 15 days and students may not make more than ONE copy of the readings made available via Blackboard.

Course Goals: This course has been developed as a survey of persuasion from both a theoretical and practical/applied perspective. We will focus on both foundational pieces and some of the most recent research in the field. This course is constructed to accomplish the following goals:
- to provide a clear understanding of the different types of persuasion that exist
- to afford students a clear understanding of the strategic nuances of persuasion
- to examine the effects persuasion has on societal functioning
- to give students the tools to perform and generate valuable persuasion research from a number of theoretical perspectives
- to prepare students for academic and professional endeavors outside of the classroom
- to explore the ways in which organizational and individual persuasion differ

The assignments in this class are designed to achieve these goals. Assigned readings, class lectures, in-class activities, projects, and presentations will not only provide you with information about major concepts, but also will allow you the opportunity to experience the concepts. Therefore, your attendance and participation in class are of utmost importance.

Course Requirements and Policies

ATTENDANCE: Department of Communication, MA in Communication, Attendance Policy (Effective Summer, 2006)
The Department of Communication Graduate Program develops student knowledge and skills through a varied curriculum in applied organizational communication. Our courses are special learning communities in which professors and students join together to study course-specific literature from the Communication discipline. Students process and evaluate scholarly work
through written and oral presentation of information and ideas. Therefore, attendance and active participation are essential for all students’ success.

Punctual attendance at each class is an obligation of the student. By registering for this course, you are indicating that you will be able to attend classes on time and without early departure on the dates published. A student missing a weekend class meeting or more than one meeting of a semester-long class should NOT expect to pass the course. Students should have their personal or professional schedules well in mind when they choose courses for the semester. Therefore, do not register for a course if you know you will not be able to attend class on all the published dates. Graduate faculty may supplement this departmental attendance policy through specific announcements in each course syllabus.

**Assignment Due Dates:**
All assignments must be completed by the **beginning** of the class period in which they are due for full credit. If you are in an extended campus section, assignments must be e-mailed to me prior to the class start time. All assignments must be turned into the instructor hardcopy AND submitted to Turnitin.com (if requested) PRIOR to the beginning of the class period in which they are due. If an out-of-class due date and time is set, the assignment must meet the deadline for full credit. Assignments not submitted to turnitin.com prior to the beginning of the class period in which they are due may not be graded or receive any credit. **If a student turns in a paper more than 15 minutes after the class period begins (or 15 minutes after the posted time for assignments due on non-class days), it is considered late.** Late work will be accepted with no penalty if accompanied by an acceptable excuse (e.g., documented illness, family death). If a student does not have an acceptable excuse, late work will be accepted, but will receive a letter grade penalty per every 24 hours it is late. **NOTE:** Because the answers to reading questions are discussed in class the day they are due, **I WILL NOT ACCEPT READING QUESTIONS LATE** unless the student has accrued an excused absence. Presentations may not be made up!!!!

**CHEATING & PLAGIARISM**
Cheating/Plagiarism will not be tolerated. If a student is caught cheating or plagiarizing, the student may be assigned an F in the course, and his/her name may be turned over “to the Office of the Dean of Student Life for disciplinary sanctions” (Hilltopics, 1994).

**COURSE GRADING CRITERIA:**
Reading Questions - 3@50 pts each = 150 pts  
Persuasion in the News = (2@25) = 50 points  
In-class Discussion and Participation = 100 points  
Consultation = 25 points  
Critical Problem Statement and Literature Review = 100 points  
Final Paper = 250 points  
Presentation = 50 points

***Note: All written work should be completed in Arial 11 pt. font with one-inch margins.***

**Reading Questions:** To encourage discussion (and to make sure you’ve read in lieu of a test), each week you will have a set of reading questions due. The questions will be available on BLACKBOARD. I DO NOT want BOOKS. You can satisfactorily meet this requirement by providing SHORT answers to each question (about a paragraph or two). Please re-type all questions and provide the answer below the corresponding question. Single space answers; double-space in between questions.
Persuasion in the News: On or before _______ and _______ (by noon), each of you is to post, on a blackboard discussion board link I provide, the link to a news article, press release, public service announcement, advertisement etc. that is/discusses an instance of persuasion (other than the one you are assigned for your final paper) and explain in 2-3 paragraphs how it relates to course material. Before the next class period, everyone should have read all posts and should have commented on at least two other students’ posts and be prepared for an in-class discussion of the posts.

In-class Discussion and Participation: Each student is expected to come to class every night and to provide valuable input.

Semester Paper: Each student will complete at convention-worthy, convention-length (no shorter than 18 pages without references; no longer than 25 without references) paper during this course. You may choose any variety of topics under the scope of persuasion, but before progression to your Critical Problem Statement and Literature Review you will need to have your topic approved. By _______, each of you needs to have the topic for your final project approved by your professor.

Upon approval, you will develop a Critical Problem Statement and Literature Review as per directions given by your instructor. This portion of the project is due by _______ at noon. I will read/grade each student’s critical problem statement and literature review and offer feedback and direction for the final paper. The final paper is due by ________.

***Note: With the exception of font, all papers should adhere to APA Style Manual Guidelines!

Consultation: Each student is required to have at least one individual consultation with me concerning his or her final project between the dates of ________!! If you are at an extended campus, this can be done via the telephone. I am sure most of you will want more than one, and I will be more than willing to oblige.

Convention Style Presentations: Each of you will be required to prepare a formal presentation of your paper. Guidelines will be posted later in the semester.

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