

Persuasion
COMM 4301
Fall 2016 – Sul Ross State University

Instructor: Dr. Esther Rumsey
Office: FAB 106A
Office Hours: MTWRF 1:30 – 3:30 pm or by appointment

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Course Overview: This is a course designed to introduce students to the study and application of principles and practices of persuasion. By reviewing social scientific literature, we will examine the variables involved in successful and unsuccessful persuasion. You will find not only that persuasion applies to all communication contexts (individual, dyadic, and organizational), but also that it can be directly applied to your own experiences.

Course Objectives: In this course, you will 1) gain an understanding of basic theories of persuasion drawn from social science literature; 2) learn to analyze persuasive attempts using these theories; 3) learn to design your own persuasive attempts on the basis of these theories.

Required Reading: All required readings for the course will be posted on Blackboard.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. ***[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]*** The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

<u>Grading:</u>	Discussion questions	30%
	Topic Exercises	30%
	Article Summaries	40%

Some Understandings

1. You are responsible for reading and understanding the contents of the syllabus.
2. Students are expected to be familiar with and abide by University regulations regarding academic honesty. Specifically, students must give proper credit when others' ideas are used (see APA manual for more detailed description).

3. You should attend class regularly. That means you are expected to log onto Blackboard to check for new lectures, readings and assignments.
4. All written assignments must be typed and turned in on the due date. NO LATE ASSIGNMENTS ARE ACCEPTED FOR FULL CREDIT.

Discussion Questions: The purpose of the discussion board is to prompt discussion, that means that you are expected to not only post your own answer, but also to read and respond to your classmates' answers. "I agree" or "good answer" are not acceptable responses. Your discussion question answer should also reflect some knowledge and understanding of the lecture and reading assignment for the week.

Topic Exercises: Short exercises that provide you with the opportunity to apply one of more of the concepts covered in the week's lesson.

Article Summaries: For each of the assigned research/journal articles you will write a one page summary that focuses on the results, applications and limitations of the study reported. Summaries should be typed, double spaced, 12 font.

ADA Accommodations: Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas Telephone: 432-837-8691. E-mail: mschwartz@sulross.edu .

Scheduled Reading Assignments

		Topic	Reading
Week 1	22-Aug-	Introduction	
	28-Aug	Defining Persuasion	
Week 2	29-Aug-	Ethics	1 - The Tares Test
	4-Sep		
Week 3	5-Sep-	Labor Day	
		Attitudes and	
	11-Sep	Consistency	2 - Feelings toward the poor
Week 4	12-Sep-	Basic Theories	3- Explaining theories of persuasion
	18-Sep		
		Language and	
Week 5	19-Sep-	Persuasion	4 - Persuasive Definitions
	25-Sep		
Week 6	26-Sep-	Visual Persuasion	5 - Understanding Visual Persuasion
	2-Oct		6- Crafting a persuasive message

Week 7	3-Oct 9-Oct	Structuring messages	7 The Relative Persuasive effect of gain versus loss framed messages
Week 8	10-Oct 16-Oct	Motivational Appeals	8 Fear Control and danger control
Week 9	17-Oct 23-Oct	Conformity and influence in groups	9 Model of social influence in Decision making groups
Week 10	24-Oct 30-Oct	Conformity and influence in groups	10 Model of conformative peer bullying
Week 11	31-Oct 6-Nov	Compliance gaining	11 Primary and secondary goals
Week 12	7-Nov 13-Nov	Compliance gaining	12 Unwanted escalation of sexual intimacy 13 When communication fails
Week 13	14-Nov 20-Nov	Sequential Request Strategies	14 Effectiveness of multiple request strategies
Week 14	21-Nov 24-Nov	Esoteric forms of persuasion Deception Thanksgiving	15 To catch a liar
Week 15	28-Nov 3-Dec	Resisting persuasive attempts	

STUDENT LEARNING OBJECTIVES

Upon completion of this course the student will be able to:

- | Communicate effectively in small group discussions
 - o Demonstrate effective conflict management processes
 - o Demonstrate effective decision making processes
 - o Demonstrate effective group reporting processes
- | Organize and deliver a public presentation
- | Prepare and participate in a professional interview
- | Explain the role of communication in various work and personal situations