

COMM 5304.W02 – Persuasion (Online-Graduate)
FALL 2020
Course Syllabus

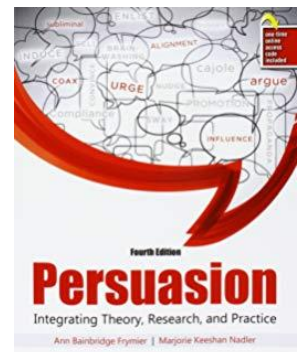
Professor:	Joseph Velasco, Ph.D.
Office Hours:	By appointment
Office Location:	FAB 206B; Online Classroom via Blackboard Collaborate
Telephone:	432-837-8370
Email Address:	jvelasco@sulross.edu
Class Schedule:	TBA
Classroom Location:	Blackboard-hosted Online Instruction
Required Text:	Frymier, A. B., & Nadler, M. K. (2017). <i>Persuasion: Theory, research, and practice</i> (4 th ed.). Dubuque, Iowa: Kendall Hunt
Required Equipment & Software:	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via Office 365)

Resources

- Bookstore
- Graduate Student Center
- Human Resources
- Library
- Lobo lookout
- Lobo Pass
- Office 365**
- SGA
- Student Publications
- VoIP Control Panel

Introduction

Understanding how humans influence one another has been a concern for thousands of years. In the 21st century, an advanced understanding of the complexities of persuasion is perhaps more vital than ever before. This course is designed to help you become a more effective communicator and savvy consumer of messages by introducing you to the study and application of theory, research, and practices of persuasion.



By reviewing social scientific literature, we will examine variables involved in successful and unsuccessful persuasion. We will also examine the boundaries of persuasion – discerning what persuasion is and what it is not. You will find not only that persuasion applies to all communication contexts (e.g., interpersonal, group, and public), but also that it can be directly applied to your own experiences.

Section I. Student Learning Outcomes

This course is designed to meet one or more of the student learning outcomes applied to all Communication majors:

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

Section II. Course Learning Objectives

The general objectives for this course are to *enhance your competence and knowledge of persuasive communication*. As a student, your learning objectives are to:

1. articulate leading research on and theories of persuasive influence
2. analyze key elements in the communication process of persuasion
3. examine and analyze influence in interpersonal, political, virtual, economic, business, religious, health and organizational contexts
4. recognize ubiquitous persuasive messages and, when desired, use counter-persuasive strategies in response, and as an outcome become an informed, critical receiver of persuasive messages in professional and personal contexts
5. develop an ethic regarding persuasion and influence

Section III. Marketable Skills

This course offers you the opportunity to develop the following skills:

- Informative and Persuasive Speaking
- Audience-centered Writing
- Critical Analysis
- Research
- Effective Message Construction Using Technology

Section IV. Course Requirements, Assignments, and Grading

<u>Assignment</u>	<u>Points Possible</u>	Grade Description (Points)
Article Summaries (3)	300	A = 895-1000
Persuasive Analysis	100	B = 795-894
Persuasive Composition	300	C = 695-794
Discussion Board (6)	300	D = 595-694
Total	1000	F = < 595

Article Summaries. Throughout the course, you are required to search the online database (provided by the library) and find *three scholarly journal articles* that both interest you AND relate to the field of persuasive communication (e.g., rhetoric, persuasion, compliance-gaining, etc.) and **come from a peer-reviewed Communication journal**. For each journal article, you will write a one-page summary which adheres to a format which is posted on Blackboard. You will submit a Word document through our Bb Assignments link, and you will also post a copy in the designated discussion board so that your peers can view your work and respond to it. Basically, your summary will to teach the class about the content of the article, informing us of any key concepts, the methods employed, the findings, and discuss the implications of the study. In addition, you will need to prepare two discussion questions to pose to the class concerning your topic. All of this should be included in your handout.

Persuasive Analysis. You will complete a four page paper identifying and thinking critically about an effort made to persuade you in the mass media (i.e., advertisement, newspaper editorial, letter to the editor, PSA, etc.). Your paper should be a critical analysis of the artifact as informed

by at least one theory of persuasion. **Discussion Board #6** will be used for you to post a visual image of your object and a Word file of your paper for your peers to read. I will evaluate this assignment based upon the specificity, thoughtfulness, and overall strength of your critical insights, not on a lengthy description of the message's content. Submit through *Bb Assignments*.

Persuasive Composition. For this assignment, you will compose a persuasive visual, oral, or written message. You may select your own topic. In addition to this composition, you will write a five-page paper divided in two parts: (1) a section identifying your strategy/tactics (from section four in our textbook), and (2) a section identifying & describing a theory of persuasion from our textbook and describing how it explains the persuasiveness of your composition.

Discussion Board. Thirty percent of your grade is dependent upon your contribution to our Blackboard discussion board. For each discussion question that I post, you are asked to contribute one response (25 points) and a reply (25 points) to one of your peers.

Section V. Policies

Basic Class Expectations: It is expected that you spend at least a few hours each week to complete the course readings and assignments. Since this is an online course, it is also expected that you have reliable internet service and that you check your university email at least once a day. It is also recommended that you set up course notifications in Blackboard to receive a text alert when I post announcements, grades, or other course-related items. See instructions in Blackboard.

Online Classroom Demeanor: Communication issues tend to be emotionally charged. It is highly unlikely in a class this size that everyone will share your personal values, beliefs, and opinions. Believe it or not, this is a good thing! The presentation of varying perspectives will help all of us to learn. This can be accomplished if ideas, beliefs, and opinions are presented in a respectful way. I will be expecting all students to follow basic ground rules for online discussion. These are included at the end of the syllabus

Academic Integrity. Doing and/or taking credit for someone else's work, presenting the ideas and work of others as your own, and/or not citing your sources when you utilize the ideas of others are all violations of academic integrity. It is your responsibility to read and understand the university's stance on academic dishonesty in the SRSU Student Handbook (p. 80), as all violations will be taken seriously and handled through the university judicial process.

Late Work: All of the assignments for the entire course will be posted and available as soon as the course is open. It is expected that all assignments are completed by the stated deadlines. Please plan your time carefully. If something does come up, prompt and clear communication will facilitate an accommodating response.

Section VI. Notes on University Programs and Policies

ADA. It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning challenge, please contact the ADA Coordinator in the Counseling office in Ferguson Hall, Room 112. The mailing address is PO Box C-122, Alpine, TX 79832. You may also call 432-837-8203. E-mail: rebecca.wren@sulross.edu or danielle.pertuso@sulross.edu The Center, however, will now be scheduling online confidential (HIPAA compliant) Zoom video therapy sessions. To make an appointment, please complete and return the Electronic Informed Consent Form.

Students should complete and return the Student Electronic Informed Consent Form: https://www.sulross.edu/sites/default/files//sites/default/files/users/docs/counseling/student_electronic_informed_consent-srsu_rev-4-28-20_to_use.pdf

SRSU Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, 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. 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.

Technical Support. SRSU 24/7 Blackboard Technical Support: Toll Free: 888.837.6055.
Email: blackboardsupport@sulross.edu

SRSU Library Services. The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

The **Graduate Student Center**, located in BAB 104, provides resources and services for all SRSU graduate students. There is a computer lab with desktop computers and a networked printer/copier/scanner; laptop computers which can be checked out; a projector and screen for rehearsing student presentations; and a conference room for group study. Both Alpine and distance education students can receive writing and thesis assistance by contacting shileman@sulross.edu or calling 432-837-8015.

Section VII. SRSU Safety Pledge - One University/One Community

As a partner in each campus community, the faculty, staff, and students agree to the following statements in relation to the COVID-19 virus:

- I will wear a face covering, wash my hands, and disinfect my workspaces to protect others from the potential spread of this virus.
- I promise to follow social distancing guidelines as a way to mitigate the risk of transmission to others both professionally and personally.
- I will monitor my health and report any potential agree to follow the guidelines set forth in this document or as described by Sul Ross State University to protect the public health.
- I understand that my actions may impact the larger community and could affect my academic progress or professional attainment at Sul Ross State University.

Failing to meet these expectations may be subject to corrective action under university disciplinary policies. Changes or recommendations to the guidelines based on evolving guidance from federal, state, or local agencies will be communicated to the university community.

Calendar

(This calendar is subject to change)

Week	Date	Topic	Reading	Due or To Do:
One	Aug 24- Aug 28	Course Introduction The concept of persuasion	No reading Chapter 1	Introductions
Two	Aug 31- Sept 4	Attitudes	Chapter 2	Discussion Board 1
Three	Sept 8- Sept 11	Attitudes & Behaviors Attitudes & Article Summaries	Chapter 3 Chapter 3	Discussion Board 2
Four	Sept 14- Sept 18	Source Factors	Chapter 4	
Five	Sept 21- Sept 25	Message Factors Message Factors & <i>Writing</i>	Chapter 5 Chapter 5	Discussion Board 3
Six	Sept 28- Oct 2	Article Summary 1		Article Summary 1
Seven	Oct 5- Oct 9	Receiver & Channel Factors The Role of Theory in Persuasion	Chapter 6 Chapter 7	Discussion Board 4
Eight	Oct 12- Oct 16	Social Judgement Theory	Chapter 8	
Nine	Oct 19- Oct 23	Cognitive Dissonance Theory Theory of Reasoned Action	Chapter 9 Chapter 10	
Ten	Oct 26- Oct 30	Article Summary 2		Article Summary 2
Eleven	Nov 2- Nov 6	Elaboration Likelihood Model Persuasive Analysis Presentations	Chapter 11	VOTE on Nov. 3 rd Analysis Paper
Twelve	Nov 9- Nov 13	Compliance Logical Fallacies	Chapter 12 Chapter 12	Discussion Board 5
Thirteen	Nov 16- Nov 20	Article Summary 3 <u>Family Crisis Symposium</u>		Article Summary 3
Fourteen	Nov 23- Nov 24 Nov 25-27	Ethics Thanksgiving Holiday – No Class!	Chapter 13	Discussion Board 6
Fifteen	Nov 30- Dec 2 Dec 3	Course Evaluations Course Wrap-up Discuss Final		Pers. Composition
Sixteen	TBA	Final Exam - TBA		Final Exam