

COMM 4301.001 – Persuasion
Spring 2022
Course Syllabus

Professor:	Joseph Velasco, Ph.D.
Office Hours:	MW: 10-11am, 2-3pm; TTh: 2-3pm; & Fri (web) 8am-noon
Office Location:	FAB 206B; Online Classroom via Blackboard Collaborate
Telephone:	432-837-8370
Email Address:	jvelasco@sulross.edu
Class Schedule:	MWF: 11-11:50am
Classroom Location:	MAB 301
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)

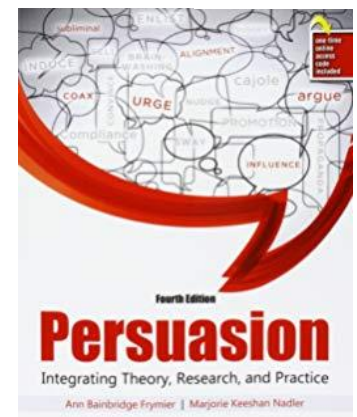
Resources

- 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>
Article Summaries (4)	400
Persuasive Analysis	300
Persuasive Composition	300
Total	1000

Grade Description (Points)

A = 895-1000
B = 795-894
C = 695-794
D = 595-694
F = < 595

Article Summaries. Throughout the course, you are required to search the online database (provided by the library) and find four 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 benefit from it. Basically, your summary will 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 these details are included in your handout. Submit for grading through the *Submit Assignments* link on Blackboard.

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. The **Discussion Board** 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 for grading through the *Submit Assignments* link on Blackboard.

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. Submit for grading through the *Submit Assignments* link on Blackboard.

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.

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.

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.

Academic Integrity. Intellectual development requires hard work. Academic dishonesty severely interferes with this development and reduces the value of college degrees. Presenting the ideas or work of others as your own, submitting the same paper for multiple classes, doing someone else's work, and/or failing to cite your sources when you utilize the ideas of others, are all examples of dishonest academic conduct. As an SRSU student, it is your responsibility to read and understand the university's expectations about academic integrity. All violations will be taken seriously and handled through the appropriate university process. The policy can be found at: <https://www.sulross.edu/about/administration/university-policies/>

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Section VI. Notes on University Programs and Policies

ADA. SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartze Grisham, SRSU's Accessibility Services Coordinator at 432-837-8203 ("please leave a message and we'll get back to you as soon as we can during working hours"). The office is located on the first floor of Ferguson Hall (Suite 112), and their mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832. **Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received.**

SRSU Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as 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. 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.** Directions for filing a student complaint are located in the student handbook.

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 gradcenter@sulross.edu or calling 432-837-8524.

Course Calendar
(Calendar subject to change)

Week	Date	Topic	Reading	Due or To Do:
One	Jan 10-15	Course Introduction/Welcome Video (on Bb) The concept of persuasion	Chapter 1	
Two	Jan 17 Jan 19 Jan 21	<i>MLK Day – No Class!</i> Attitudes Attitudes (Continued)	Chapter 2 Chapter 2	
Three	Jan 24 Jan 26 Jan 28	Attitudes & Behaviors Attitudes & Behaviors How to write an Article Summary	Chapter 3 Chapter 3	
Four	Jan 31 Feb 2 Feb 4	<i>Library Workshop – Arrive Early</i> Source Factors Source Factors	Chapter 4 Chapter 4	Library Classroom
Five	Feb 7 Feb 9 Feb 11	Message Factors Message Factors & Writing <i>Independent Work on Article Summary 1</i>	Chapter 5 Chapter 5	
Six	Feb 14 Feb 16 Feb 18	Article Summary 1 Presentations Article Summary 1 Presentations Article Summary 1 Presentations		Article Summary 1
Seven	Feb 21 Feb 23 Feb 25	Receiver Channel Factors The Role of Theory in Persuasion	Chapter 6 Chapter 6 Chapter 7	
Eight	Feb 28 Mar 2 Mar 4	Social Judgement Theory <i>Writing the Persuasive Analysis Paper</i> Cognitive Dissonance Theory	Chapter 8 Chapter 9	
Nine	Mar 7 Mar 9 Mar 11	SPRING BREAK – NO CLASS SPRING BREAK – NO CLASS SPRING BREAK – NO CLASS		



Ten	Mar 14 Mar 16 Mar 18	Article Summary 2 Presentations Article Summary 2 Presentations Article Summary 2 Presentations		Article Summary 2
Eleven	Mar 21 Mar 23 Mar 25	Elaboration Likelihood Model Persuasive Analysis Presentations Persuasive Analysis Presentations	Chapter 11	Persuasive Analysis Paper
Twelve	Mar 28 Mar 30 Apr 1	Compliance Logical Fallacies Extra Credit! – Find a Fallacy!	Chapter 12 Chapter 12	Bring a Fallacy to Class
Thirteen	Apr 4 Apr 6 Apr 8	Article Summary 3 Presentations Article Summary 3 Presentations <i>Writing the Persuasive Composition</i>		
Fourteen	Apr 11 Apr 13 Apr 15	Ethics Ethical lens application University Holiday – NO CLASS!	Chapter 13	In-class analysis
Fifteen	Apr 18 Apr 20 Apr 22	Article Summary 4 Presentations Article Summary 4 Presentations Article Summary 4 Presentations		
Sixteen	April 25 April 27 April 29	Persuasive Composition Presentations Course Wrap-up Final Exam TBA		Persuasive Composition Final Exam