

COMM P103: Persuasion

Course Outline – Spring 2020

Instructor: James Thompson Office: CA 10 Phone: 791-2238 Office Hours: M,W 10-11am and 230-3pm Tues 1-2pm	E-Mail: jathomps@portervillecollege.edu <i>(NOTE: You must type the word "speech" in the subject line to guarantee you don't get filtered by my junk mail filter)</i> Instructor Website: www.wetalkgooder.weebly.com
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TEXTBOOK: Persuasion, Social Influence, & Compliance Gaining, 5th edition. By Robert Gass & John Seiter. ISBN# 9780205912964

COURSE:

Prerequisite: None. Total lecture 54 hours. This course will be an introduction to persuasion and will examine historical and contemporary approaches to persuasive messages throughout time. It will also focus on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages.

GRADE DISTRIBUTION:

Grades earned in this course will be computed as follows:

Graded Assignments	Points Possible	My Score	DUE DATES (tentative)
Magazine Ad Presentation	50		Feb 12
Test 1	100		Feb 24
Test 2	100		Mar 11
2-D Assignment Presentation	150		Mar 23
Video Presentation Assignment			
Video Thesis & Audience Analysis	50		Apr 6 Apr 15
MP4 file or Uploaded Video Outlines Works Cited (if applicable)	50		Apr 29
Actual Presentations & Explanation Essays	100		May 4
Partner Evaluations	50		May 13
Test 3	100		May 13
Participation	100		n/a
Total Points Possible	850 points		

FINAL GRADING SCALE:

A	90 – 100%	765 – 850 pts
B	80 – 89%	680 – 764 pts
C	70 – 79%	595 – 679 pts
D	60 – 69%	510 – 594 pts
F	0 – 59%	0 – 509 pts

STUDENT LEARNING OUTCOMES

1. Identify, explain, and critique the use of persuasion in a variety of contexts.
2. Analyze diverse audiences and situations in order to construct effective and ethical persuasive messages.
3. Differentiate between ethical persuasion and unethical means of influence such as manipulation, coercion, and propaganda.

SCHEDULE:

Below is a daily calendar which will clearly identify when various class activities have been scheduled. **BE ADVISED:** Close attention must be paid to these dates because failure to perform on a scheduled date will result in a zero for that assignment. If you do not show up to class on your scheduled speaking day, you will receive a **ZERO** for that speech. It is very difficult to achieve a passing grade with a zero on an assignment.

TARDINESS:

Excessive tardiness will not be tolerated. Arriving late to class or leaving class early without permission is considered a tardy. If you arrive after role has been taken, it is up to **you** to make sure that I mark you "in" at the end of class. If you arrive late on a class speaking day, DO NOT walk into the classroom while another student is giving his or her speech. Please wait outside of the classroom until you hear the clapping.

WORDS OF WISDOM

1. *The fear of public speaking is completely normal and that fear is almost entirely a manifestation of your imagination and **absolutely** can be overcome.*
2. *I believe you CAN do anything you set your mind to and I will work hard to help you achieve your goals in this course.*
3. *Hard work and perseverance do not guarantee success, but a lack of either almost certainly insures failure.*

Persuasion

Daily Calendar
Spring 2020

JAN	20	NO CLASS - MLK Jr DAY
	22	Syllabus; Name Game
	27	Ch.1 "Why Study Persuasion?"
	29	Ch. 2 "What Constitutes Persuasion?" Ch. 14 Visual Persuasion (start)
FEB	3	Ch. 14 Visual Persuasion > Explain Magazine Ad. Assignment
	5	Ch. 14 Visual Persuasion Ch. 4 Credibility (start)
	10	Ch. 4 Credibility
	12	Magazine Ad. Presentations
	17	NO CLASS - Presidents Day
	19	Magazine Ad. Presentations > Explain 2-D Assignment
	24	TEST #1 - Chs 1,2,14
26	Ch. 6 Conformity and Influence in Groups	
MAR	2	Ch. 6 Conformity and Influence in Groups (finish) Ch. 3 Attitudes (start)
	4	Ch. 3 Attitudes
	9	Ch. 9 Building Persuasive Messages Audience Analysis (partial from Ch 5)
	11	TEST #2 - Chs 4,6,3,9
	16	NO CLASS - Spring Break
	18	NO CLASS - Spring Break
23	2-D Assignment Presentations	
25	2-D Assignment Presentations	

	30	> Explain Video Assignment
		Workday: Form Groups
APR	1	2-D Assignment Presentations
	6	Video Thesis Due
		Workday for video assignment (if time)
		Slide Day
	8	Ch. 13 Motivational Appeals
	13	Ch. 13 Motivational Appeals
	15	Ch. 16 Ethics of Persuasion
		Audience Analysis Due
	20	Slide Day
	22	Slide Day
	27	Ch. 12 Deception
	29	Ch. 12 Deception
		Outlines & W.C. Due for Video Presentations
MAY	4	Turn in "Explanation Essays"
		Video Presentations
	6	Video Presentations
FINALS	13	Wed May 13th @ 1230 - 230pm
		Turn in Partner Evaluations
		TEST #3 - Chs 13, 16, 12

ADDITIONAL POLICIES

1. The instructor reserves the right to rearrange any or all parts of the scheduled activities and/or work identified in this listing. The rights extend to assignments, evaluation, and all other aspects of the course.
2. All work, oral or written, **MUST** be completed on the assigned day. **Late work will not be accepted and will result in a grade of zero. See "Late Work Supplement" at end of this syllabus for more detail.**
3. **Cell phones must be "off and away" during all class sessions.** This is a big issue in this class because a ringing cell phone is a distraction to learning and a major distraction to students giving speeches. If your cell phone **does** go off in class, **I will confiscate it** and you can retrieve it from the Dean.
4. It is the responsibility of the student to formally withdraw from this course with the admissions office by the drop date should they feel it's necessary. Do not assume that the instructor will drop you should you decide to stop showing up to class at some point throughout the semester. Failure to do so will result in receiving an "F" in this course at the end of the semester.
5. Students with disabilities that may require assistance are reminded that it is your responsibility to identify yourself to the *Disability Resource Center at (559) 791-2215* and to your instructor so reasonable accommodations for learning and evaluation within the course can be made.
6. Cheating and Plagiarism will not be tolerated. Plagiarism is literary thievery. It is taking the words or ideas of another and misrepresenting them as your own. Academic integrity is expected. I will enforce the college's policy on cheating and plagiarism.
7. Show respect for the facility and those that must clean up after you. ***No eating in the theatre or any campus classroom!***
8. Should you have ANY questions throughout the semester, please feel free to contact me via my e-mail. I am *always* glad to offer assistance.
9. It is **your** responsibility to monitor your progress in this class. I do not search out students to inform them of their grades. I expect you to keep track of your score as the semester progresses. I would strongly suggest you keep every assignment/work that you do in this class as proof of your status at least until the end of the semester.

LATE WORK SUPPLEMENT:

Policies

- I do not accept late work.
- If you plan on submitting something after the due date you must:
 1. Complete and submit a copy of the attached “Late Assignment Request Form” with your completed assignment
 2. Submit the request no later than 1 week after the original due date
 3. If you need a signature from me verifying when the work was completed, I will **only** do this during my scheduled office hours
 4. Attach any relevant documentation that you would like me to consider as well
 5. All requests for consideration must be done so **in writing**
- Keep in mind that the Burden of Proof is on you to prove why I should consider accepting something late.

Some Commonly Used Reasons that DO NOT qualify for any or full credit on an assignment.

- My printer ran out of ink/wouldn't print. You must plan ahead and have hard copies of all assigned work ready at the start of class on the due dates.
- I was sick (and did not provide a doctor's note).
- I was sick (provided doctors note but did not turn in the work until after the due date).
- I was traveling with a school class/team (but no schedule and/or note is provided from the teacher/coach).
- I had to work (but no documentation or note is given and work also not submitted before the due date).
- I have my work done but it's on my flash drive, in my email, I emailed it to you, it's stored on my laptop/cell phone. You must plan ahead and have hard copies of all assigned work ready at the start of class on the due dates.
- I have my outline done now (after the original due date) so can I still do my speech.

If you feel that your situation is different keep the following in mind:

- Always notify me **in advance** of work trainings, team schedules, field trips, etc. so that we can set up an alternative for you to submit and complete your assignments before the due dates.
- Always get documentation to support your claim (note from supervisor, doctor's note, etc.). If you are sick make sure you see a doctor or visit a clinic so you can get a note documenting the illness. Without documentation, you will not likely be able to earn full/any credit.
- If you are suffering from a temporary illness (i.e. stomach flu), it is reasonable to assume you had time to complete the assignment and you should do everything you can to get me a copy of your work to prove it was completed. Ideally you would deliver this or have a classmate/friend deliver a hard copy to class or my mailbox. If this is not possible, an email attachment that is received BEFORE the start of class is still better than waiting until you return to show me your work. Make sure you either save the document in a file format I can open easily. I suggest using the word processors “Save As” feature and select the “file format” called “Rich Text Format (.rtf)”.

LATE ASSIGNMENT REQUEST FORM

NOTE: You may only receive one "late" assignment score for the semester

Name:	
Assignment Name:	
Assignment Due Date:	
Today's Date: (NOTE: must be no more than 1 week after assignment original due date)	
Date Work Submitted:	
Date Received by Instructor: (to be completed by Mr Thompson)	
Documentation for Absence Attached? (yes/no):	

Explanation: (This is where you explain why this was not turned in on time. You may attach additional sheets if necessary)

THIS SECTION TO BE COMPLETED BY INSTRUCTOR			
<u>Assignment Point Value</u>	<u>Raw Score</u>	<u>Deduction</u>	<u>Points Earned</u>

