

COMM 2367: PERSUASIVE COMMUNICATION
SPRING 2017, TR

INSTRUCTOR: BETHANY BARKER

OFFICE: JR 309

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OFFICE HOURS: TUES. & THURS. 10 AM- 12PM OR BY APPOINTMENT

PREREQUISITES

English 110, 111, or equivalent, and sophomore standing. This course fulfills the GEC Second Course in Writing requirement *for non-communication majors* and fulfills a major requirement *for communication majors*. (If you are admitted to the School of Communication as a major, or plan to be, you will have to take another course to fulfill the GEC Second Course in Writing requirement.)

COURSE DESCRIPTION

This course is designed to increase your understanding of persuasive communication, or messages intended to influence people's attitudes and behaviors. As a second-level writing course, it is also designed to improve your writing, speaking, and critical thinking skills through an exploration of persuasion as it relates to the American experience.

GE COURSE OUTCOMES

Communication 2367 is a GE second level writing course categorized under 1A: Writing and Related Skills. The goal of these courses is to develop skills in writing, reading, critical thinking, and oral expression. This course will satisfy the following GE Course Outcomes through assigned readings, group discussions and activities, individual research and writing activities, and an oral presentation:

Writing and Related Skills

Students build upon skills in written communication and expression, reading, critical thinking, and oral expression.

Expected Learning Outcomes:

1. Students apply basic skills in expository writing.
COMM 2367 fulfills this GE requirement by presenting opportunities for students to research, explain, and inform an audience through written assignments.
2. Students demonstrate critical thinking through written and oral expression.
COMM 2367 fulfills this GE requirement by presenting multiple lectures on theories and techniques to effectively persuade an audience. Students will evaluate information about their topic and select appropriate theories and techniques to write a persuasive paper and deliver a persuasive speech.
3. Students retrieve and use written information analytically and effectively.
COMM 2367 fulfills this GE requirement by providing opportunities for students to find and evaluate material from the library, research databases, and online. Students then select information to use in the development of their persuasive argument.

Second Writing Course Expected Learning Outcomes:

1. Through critical analysis, discussion, and writing, students extend their ability to read carefully and express ideas effectively.
COMM 2367 fulfills this requirement by scaffolding information across the semester. Students begin by analyzing and discussing information about their topics. As they develop an effective written argument, they learn to read carefully and express their ideas.
2. Students further develop basic skills in expository writing and oral expression.
COMM 2367 fulfills this requirement by presenting multiple lectures on theories and techniques to effectively persuade an audience. Students will evaluate information about their topic and select appropriate theories and techniques to write a persuasive paper and deliver a persuasive speech.
3. Students develop skills in effective communication and in accessing and using information analytically.
COMM 2367 fulfills this GE requirement by providing opportunities for students to find and evaluate material from the library, research databases, and online. Students then select information to use in the development of their persuasive argument.

COURSE OBJECTIVES

Students who complete this course will also:

1. Understand and apply knowledge of persuasion theory and research.
2. Analyze persuasive messages in society to become more critical consumers of persuasion.
3. Understand the role of ethics in persuasion.
4. Observe and critique the effectiveness of persuasive strategies.
5. Express ideas in writing projects and oral presentations that are action-oriented, socially-conscious, and/or community-involved.

REQUIRED TEXT

Perloff, R. M. (2013). *The dynamics of persuasion: Communication and attitudes in the 21st century* (5th ed.). New York: Routledge.

RECOMMENDED READINGS

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author.

COURSE REQUIREMENTS**GRADING**

Following are the point values for each assignment:

Assignment	Points
Exams	100
Credibility Paper	50
Multimedia Assignment	80

Audience Survey	30
Audience Analysis Discussion	60
Advocacy Essay	100
Speech Participation	25
Quizzes	30
Peer Review/Participation	25
TOTAL	500

Grade	Percent	Points
A	93-100	465-500
A-	90-92	450-464
B+	87-89	435-449
B	83-86	415-434
B-	80-82	400-414
C+	77-79	385-399
C	73-76	365-384
C-	70-72	350-364
D+	67-69	335-349
D	60-66	300-334
E	Less than 60	299 points or less

*Carmen and Buckeyelink do not round grades. I also do not round grades. There are a lot of opportunities for points and extra credit. Please take advantage of all opportunities.

POLICIES AND EXPECTATIONS

Attendance: Attendance is expected at all class sessions. If you need to miss a day and would like to review the material, please email the instructor for a meeting to review.

Missed or Late Exam: You are required to take the exam on the scheduled day and time (see schedule below). If you do not take the exam, you will receive 0 points for the exam. The exam may only be made up when approved by the instructor for one of the following reasons: (a) the absence is a university excused activity, necessary documentation is provided, and arrangements for make up are made in advance; or (b) the absence is due to a medical or family emergency, necessary documentation is provided, and arrangements for make up are made within 24 hours of the missed exam. If the requirements for (a) or (b) are not fully met, you will receive 0 points for the exam. If you arrive after the first person has completed and/or left the exam, you will receive 0 points for the exam.

Late Assignments: Assignments must be submitted as indicated below (see Written Assignments) *no later than 11:59 p.m.* on the assigned due date. Assignments may be accepted late via email but will receive a grade penalty based on the following:

Assignment submission date	Maximum grade (% of total possible points)
1 day late	90%
2 days late	80%
3 or more days late	No credit

Written Assignments: In-class assignments may be handwritten, but all other work must be typed and must conform to APA formatting, citing, and referencing guidelines (see <http://www.apastyle.org/> and <https://owl.english.purdue.edu/owl/resource/560/01/>). Unless otherwise noted, assignments must be uploaded to the dropbox *no later than 11:59 p.m.* on the assigned due date.

Revisions are allowed in this course. Revisions must be turned in within 1 week of the grade posting. The late submission policy does not apply to revisions.

Communications: I will post class updates, extra credit opportunities, and/or additional materials as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least 2-3 times per week) because you are responsible for this information, just as you are responsible for information in class.

Classroom Civility: We want to build a classroom climate that is comfortable for everyone. In a communication class, it is especially important that we (1) display respect for all members of the classroom, including the instructor and students; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the newspaper, doing work for other classes, making/receiving cell phone calls, text messaging, etc.); and (4) avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive learning environment for all concerned.

Punctuality: Class begins on time every day to guarantee that all scheduled discussions and activities are completed, particularly on days when your fellow students are speaking or presenting. You are expected to be punctual. If you are late for class, do not enter the classroom while another student is speaking or presenting. Please wait outside until there is a break between speeches or presentations.

Challenging a Grade: I am always willing to discuss your grades with you, but I will not do so during class time. To challenge a grade, you must meet me during office hours or make an appointment *within one week* of the assignment being returned to you. When we meet, you must present your concerns in writing and attach the graded speech, paper, or exam. Please note that a challenge may result in grades being raised or lowered.

Extra Credit: You will have opportunities during the semester to earn extra credit by participating in research studies. Additional extra credit will not be offered during finals week.

Academic Misconduct: Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). Examples of academic misconduct include, but are not limited to, plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in

connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact me or visit <http://oaa.osu.edu/coam/home.html>.

Writing Center: All students, especially those who have difficulty writing, are encouraged to visit the *OSU Writing Center*. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall)

REASONABLE ACCOMMODATION POLICY

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 098 Baker Hall / 113 W. 12th Ave; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

DISCLAIMER

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

Week	Topic/ Reading	Due
1	Welcome/ Introduction to Persuasion Chapter 1	
2	History of Persuasion, Attitudes Chapters 2-3	Term Topic Paper
3	Propoganda, Crediblity, and Media	
4	Social Judgment Theory/ Functional Theory Chapters 4-5	Credibility Paper
5	Fear and Guilt/Cognitive Dissonance Chapter 10-11	
6	Reasoned Action Model/ Multimedia Approaches Chapters 14, Supplemental reading on Carmen	Problem outline and bibliography
7	Multimedia Approaches/ Review	Exam 1
8	Measuring Attitudes/ Source Factors Chapters 6, 8	
9	Multimedia Speeches	Multimedia assignment
	SPRING BREAK	
10	Dialogue, rebuttal, and interpersonal communication Supplemental reading on Carmen	
11	Argumentation/ Designing a good message Supplemental reading on Carmen	Survey Analysis Due
12	Public Speaking and Speech Ethics Supplemental reading on Carmen	
13	Persuasion in Applied Contexts	Advocacy Essay
14	Advocacy Speeches	
15	Advocacy Speeches	*Advocacy Revisions
Finals	Final exam Online 4/27	Exam 2