

SYLLABUS: COMM 2367

PERSUASIVE COMMUNICATION

ONLINE SUMMER 2017

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.

Instructor

Instructor: Melissa Abo

Email address: abo.1@osu.edu

Office hours: by appointment.

TA: Jacob Long

Email address: long.1377@buckeyemail.osu.edu

Office hours: by appointment.

Course description and prerequisites

English 1110.xx or equivalent, and sophomore standing. This course fulfills the GE Writing and Communication Level Two 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 GE Writing and Communication Level Two requirement.)

Course learning outcomes

Communication 2367 is a GE second level Writing and Communication. 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, individual research, writing assignments, and oral presentations.

Writing and Communication

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

Second Level 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 GE requirement by developing students' ability to research and analyze their topic across the semester. Students begin by analyzing and discussing the issues and evidence associated with their topic. As they develop effective written arguments, they also learn to read carefully and express their ideas.

2. Students apply written, oral and visual communication skills and conventions of academic discourse to the challenges of a specific discipline.

COMM 2367 fulfills this GE requirement by presenting multiple lectures on theories and techniques to effectively persuade an audience. Students are provided opportunities to evaluate evidence about their topic and select appropriate theories and techniques to write and present persuasive arguments. Students also learn the conventions of academic discourse to express original ideas.

3. Students access and use information critically and analytically.

COMM 2367 fulfills this requirement by providing opportunities for students to find and evaluate material from the library, research databases, and online. Students will use highly credible and relevant sources to analyze and build effective persuasive arguments.

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.

Course materials

Required

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

Recommended

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

Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State’s Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odde.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)
- **Secured Media Library**
 - Some of the videos for this course will be posted in the University’s Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
 - Help guides on the use of Secured Media Library can be found at <https://resourcecenter.odde.osu.edu/securedmedialibrary>
- **Carmen Connect**
 - Office hours will be held through Ohio State’s conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor or TA in the virtual office hours room.
 - Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odde.osu.edu/carmenconnect>
- **Mediasite:**
 - Mediasite is Ohio State’s Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
 - Help guides on the use of Mediasite can be found at <https://resourcecenter.odde.osu.edu/mediasite>
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)

- Email: 8help@osu.edu
- TDD: 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Grading and faculty response

Grades

Assignment or category	Points
<p>Quizzes</p> <p><i>Four quizzes will test your knowledge of materials presented. The first quiz will be on the syllabus and course materials. The next 3 will be on materials from readings and lecture. The quizzes will be presented on Carmen and will be multiple choice or True/False questions on application of materials. Quizzes will be timed and once a question is answered, it may not be reviewed. The lowest of your quiz grades will be dropped.</i></p>	15
<p>Comprehension Exam</p> <p><i>One exam will be delivered on Carmen to assess comprehension of reading and lecture materials. Students may use notes and the book, but the exam will be timed at 1.5 minutes per question. Additionally, once a question is answered, it may not be reviewed. These questions also focus on application of the materials. Use of resources will only be useful to refresh your memory, not to find the answers. Questions will also be randomly chosen from a question library from categories of questions determined to be fair and equal. Exams in the course are highly unlikely to look alike.</i></p>	10

<p>Annotated Bibliography</p> <p><i>This 2-3 page assignment requires you to begin researching your problem. You will develop your ability to access, evaluate, and use credible information by identifying and summarizing at least five highly credible sources you intend to use in your Problem, Solution, and Barriers Paper (see below).</i></p>	10
<p>Audience Analysis Survey</p> <p><i>Knowing your audience is essential to effective persuasive communication. This assignment will help you measure audience attitudes about your problem and recommended solution. This assignment has two components:</i></p> <p><i>a. Survey Questions: You will develop 5 survey questions related to the problem and the work of your nonprofit organization.</i></p> <p><i>b. Respond to Surveys: As an individual, take time to respond to the surveys of the other classmates.</i></p>	10
<p>Problems, Solution and Barriers Paper</p> <p><i>This 4-5 page paper asks you to explore the problem and your recommended solution (volunteer at or donate to a particular organization), as well as investigate barriers your audience may have to accepting the solution.</i></p>	15
<p>Audience Analysis Essay: <i>In this assignment, you will summarize, analyze, and apply information from the audience survey and textbook material to your persuasive speech in an essay posted online.</i></p>	10
<p>Media and Persuasion Speech</p> <p><i>This 2-4 minute speech asks you to locate and apply a media example to what you have been learning about persuasion. You will develop your ability to make connections between textbook material and media you encounter daily. You will also gain familiarity with the speech recording process and practice public speaking to prepare for your Persuasive Speech at the end of the semester. Speeches will be recorded directly into the Carmen discussion board. Your webcam and microphone will need to be enabled. For any questions, please refer to the Canvas Student Guide posted on the Carmen page or see the contact information for Carmen help earlier in the syllabus.</i></p>	5
<p>Media and Persuasion Speech Responses</p> <p><i>You are asked to provide analysis of at least 2 of your classmates' speeches via Carmen Peer Review.</i></p>	5
<p>Persuasive Speech</p> <p><i>In this culminating assignment, you will use the knowledge you have gained from the textbook, class discussions, and previous</i></p>	10

<p><i>assignments to deliver a 5-6 minute persuasive speech. Your speech should persuade the audience to volunteer at or donate to the nonprofit organization you have chosen.</i></p> <p><i>Speeches will be recorded directly into the Carmen discussion board. Your webcam and microphone will need to be enabled. For any questions, please refer to the Canvas Student Guide posted on the Carmen page or see the contact information for Carmen help earlier in the syllabus.</i></p>	
<p>Persuasive Speech Responses</p> <p><i>You will have an opportunity to actively participate in an online discussion with your assigned group by asking questions and discussing each presentation in ways that include how presenters might improve their persuasive arguments and/or delivery.</i></p>	5
<p>Reflection Paper</p> <p><i>In this paper, you will reflect on what you learned through the class readings and assignments as well as offer your thoughts and opinions about your experience this semester. It is important for to thoughtfully consider what you have learned and how it might be personally, academically, and professionally applicable (3-4 pages).</i></p>	5
Total	100 Points and 100%

See course schedule and assignment guide, both below, for due dates and descriptions.

Late assignments and grading policies

Late assignments will not be excepted except in the case of severe illness or emergency. You must have a medical excuse, a note from Carmen staff documenting an actual Carmen problem that would have affected your submission (please note that technical problems that are not actual, documented Carmen issues are not an approved excuse for late work, thus, you are encouraged not to try to submit your work at the last minute), or other documentation of emergency to have a paper or exam accepted with no penalty after the upload box closes. In the case that you do experience severe illness or emergency, you should contact your instructor as soon as possible to receive a revised due date.

Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Carmen.

Students who will be observing a religious holiday on a due date must provide date/event notification to the instructor within the first two weeks of the semester so that alternative arrangements can be made. You can always submit work early if you'd like.

Before you submit an assignment:

All writing assignments and exams must be submitted to our class website by the deadline. In taking this course, students agree to the condition that all required papers will be subject to submission for textual similarity review to Turnitin.com to aid in detection of plagiarism. Any submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site and at the university.

When you are ready to submit your assignment or exam, make certain it is in "doc" or "docx" format. Also, make certain you have a reliable Internet connection. Remember to leave yourself enough time to verify that your submission went through.

Verifying that you submitted your assignment:

Please do not email your instructor or TA to ask if your assignment was submitted properly. You can check this on Carmen...

Here it is step by step:

- = After submitting the assignment, you should be taken back to the main page for the assignment
- = On the right-hand side is a submission status
- = To verify that everything uploaded correctly, click on 'Download [filename]'; you might want to save it to a different location on your hard drive than the original, or rename it during the download process, to avoid overwriting your original
- = Open the downloaded file and make sure everything looks correct

Recall that you will be graded on what you submit by the deadline, even if it was not what you intended to submit. So it's really important that you check to be sure your submission was correct.

DON'T WAIT UNTIL THE LAST MINUTE!

Grade Disputes: Also, remember that any dispute about a grade must be taken up with your TA or the professor **within one week of the grade posting**, so please keep track of your grades and check them when you see an announcement. When grades are posted, they will be announced on the website, so please don't email your TA to ask if grades are finished. There are a large number of students in the course and we want to do justice to each submission. If there is a post on Carmen that says the grades have all been entered, and you don't have a grade, then you need to contact your TA. If you are disputing your grade on one of the written assignments, you must prepare a .doc or .docx document, going point-by-point through the rubric and explaining why you think your work deserves a different grade.

Page Limits: Papers with page limits must use APA formatting (12-point, Times New Roman font, 1 inch margins) and must adhere to the page limits.

Grading scale

- 93–100: A
- 90–92.9: A-
- 87–89.9: B+
- 83–86.9: B
- 80–82.9: B-
- 77–79.9: C+

73–76.9: C
 70 –72.9: C-
 67 –69.9: D+
 60 –66.9: D
 Below 60: E

Please note: Carmen Canvas, OSU’s grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

E-mail

I will reply to e-mails within **48 hours Monday-Friday**.

Discussion board

Myself or the TAs will check and reply to messages in the discussion boards every **48 hours Monday-Friday**.

Attendance, participation, and discussions

Student participation requirements

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Viewing lectures:** Recorded lectures will be uploaded to the Mediasite folder about two or three times per week. More than one lecture may appear in the upload. The videos are short to provide the most optimal viewing experience and to increase attention and engagement.
- **Office hours:**
 We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the appropriate discussion board. Office hours are digital via Carmen Connect.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TA both work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

Who to Contact for Specific Problems:.

- ***Problems in Understanding Course Content or Assignments:*** If your question is not of a personal nature (i.e. health issues, grade issues, etc...), please post on the appropriate discussion board (this includes questions about your paper since many students have similar topics or otherwise have similar questions and will benefit from seeing your question on the discussion board)
- ***Health Issues or Emergency Situations:*** Contact your instructor (Melissa Abo) as these are always of a personal nature.
- ***Technical Problems with Your Computer or Internet Connection Issues:*** OIT can be called at [614-688-HELP \(4357\)](tel:6146884357). You can also email them about your problem or you can request that they call you back. The website for these alternatives is: https://osuitsm.service-now.com/selfservice/help_splash.do (Links to an external site.)
- ***Grade issues:*** Contact the person who graded your paper (likely the TA)
- ***Problems with your TA or unresolved issues (after trying the above):*** Contact Melissa Abo

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with

the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

Academic integrity policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

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/>

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Course schedule (tentative)

Week	Dates	Topics	Assignments and Due Dates	Check Box
1	5/10-5/12	Introduction to Class and APA Writing	<p>Watch introduction Videos (including APA)</p> <p>Take the Quiz on the Syllabus (Quiz #1) by 5/15 at 11:59pm</p> <p>Pick a topic for your problems/barriers/solutions paper, which is also the topic for your persuasive speech (There is a google doc with topic choices under the "assignment" in Carmen. Open the document and put your name under the topic that interests you the most. This is on a first come, first serve basis. So if you wait too long, the topic you like may already be taken).</p>	
2	5/15-5/19	Chapter 1 Media: To Tell the Truth: The Strategy of Truth	<p>Watch the lecture for Chapter 1</p> <p>Watch the video "To Tell the Truth: The Strategy of Truth"</p>	

3	5/22-5/26	Chapter 2	<p>Watch the Video on Chapter 2</p> <p>Sign up for your topic for the media and persuasion speech. There is also a google doc for this under the assignment in Carmen. Also first come, first serve.</p>	
4	5/29 (Memorial Day, no class) 5/31-6/2	Chapter 3	<p>Watch the lecture for Chapter 3</p> <p>Survey Questions Due by 6/5 at 11:59pm</p> <p>Quiz #2 (on chapters 1, 2, 3) Due by 6/5 at 11:59pm</p>	
5	6/5-6/9	Chapter 4	<p>Watch the lecture for Chapter 4</p> <p>Annotated Bibliography Due by 6/12 at 11:59pm</p>	
6	6/12-6/16	Chapters 5 and 7	<p>Watch the lecture for Chapter 5</p> <p>Watch the lecture for Chapter 7</p> <p>Media and Persuasion Speeches Due by 6/19 at 11:59pm</p> <p>Respond to other students' Media and Persuasion Speeches by 6/23 at 11:59pm</p>	
7	6/19-6/23	Chapter 10	<p>Watch the video for Chapter 10</p> <p>Respond to surveys by 6/26 at 11:59pm</p> <p>Quiz #3 (on chapters 4, 5, 7) due by 6/26 at 11:59pm</p>	
8	6/26-6/30	Chapters 6 and 11	<p>Watch the video for Chapter 6</p> <p>Watch the video for Chapter 11</p> <p>Quiz #4 (on chapters 10, 6, 11) by 7/3 at 11:59pm</p> <p>Problems, Barriers, Solutions Paper Due by 7/3 at 11:59pm</p>	
9	7/3-7/7	Chapters 12 and 8 Comprehension Exam	<p>Watch the Video for Chapter 12</p> <p>Watch the Video for Chapter 8</p> <p>Take the Comprehensive Exam by 7/10 at 11:59pm</p>	

10	7/10-7/14	<p>Topic: Speech Ethics</p> <p>Reading: Fraleigh, D.M., & Tuman, J.S. (2011). Speak Up: An illustrated guide to public speaking. Boston: Bedford (pp. 64-89) on Carmen</p>	<p>Watch the video on Delivery and Ethics</p> <p>Read the Fraleigh & Tuman pages</p> <p>Audience Analysis Essays Due by 7/17 at 11:59pm</p>	
11	7/17-7/21	<p>Topic: Visual Aids</p> <p>Reading: Fraleigh & Tuman (pp. 364-395); on Carmen.</p>	<p>Watch the video on Visual Aids</p> <p>Read the Fraleigh and Tuman pages</p>	
12	7/24-7/28	<p>Persuasive Speeches</p> <p>Due: Assignment 3, 7/28 at 11:59pm</p> <p>Video and Manuscript</p>	<p>Post your Persuasive Speech ☺ by 7/24 at 11:59pm</p> <p>Respond to Other Students' Speeches by 7/28 at 11:59pm</p>	
Exam Week		<p>Reflection Paper Due 8/1 at 11:59pm</p>	<p>Reflection Paper Due on 8/1 at 8am</p>	