Advertising & Persuasion in a Diverse World
Communication 7950 – Spring 2013
Tuesdays - Thursdays 11:10 – 12:30, 106 Journalism Building

Instructor
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Office Hours: Wednesdays 9:00 AM – 11:00 AM

Readings:

The book is published by Cognella Academic Publishing and distributed by University Readers, Inc. The book is available for purchase through the University Readers' student e-commerce store: https://students.universityreaders.com/store/

Course Description:
Advertisers, marketers, pollsters and the like spend millions of dollars each year to persuade audiences on what to buy, what to think, what to feel, and whom to trust. These strategic communication techniques have particular relevance today as new media and interpersonal communication converge to provide more creative ways to transmit persuasive messages. In a world that is becoming increasingly more diverse in terms of age, race, gender, social status, physical abilities, and religious beliefs, there is a pressing need to more fully understand: 1) how to design effective persuasive messages; and 2) how diverse audiences are likely to respond to such messages. There is much interest among scholars, practitioners and students to better understand, theoretically and practically, how persuasive communication messages impact a variety of audiences.

This course will examine a range of academic studies about concepts, theories, methods, and issues concerning advertising persuasion. Course readings include a wide range of classic and contemporary research designed to provide students with a solid conceptual framework to explore and evaluate the intentions and effects of persuasive messages on diverse audiences. This course will challenge students to apply research theory in practical ways to critically examine current issues.

Grading:

1. **Weekly Written Evaluation of Selected Articles** (25%). Write 2-page evaluation of a selected article.

2. **Midterm** (25%). The midterm will consist of multiple choice and short answer questions.

3. **Final Paper—Design a Study** (50%). A paper will be written (approx. 20 pages) where students design a study that will advance our understanding of a specific area related to advertising and persuasion. In this paper students will review the relevant literature, propose hypotheses, and layout the research method and specific research design. The ideal paper will serve as the basis for an article students will submit to an academic conference or a scientific journal.

All students are encouraged to participate in class discussion, as well as any in-class assignments. The goal of this requirement is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone. To a substantial extent, the benefits derived from this course are facilitated by students’ willingness to expose their viewpoints to the scrutiny of the professor and their peers.
**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 [here](http://studentaffairs.osu.edu/resource_csc.asp).

**NO Make-Up Exams unless previously agreed upon by the professor prior to the exam.**

*Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.*

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**Discussion Topics and Readings**

**Tuesday, January 8th**

**Introduction to the Course**

**Thursday, January 10th**

- Video: *The Persuaders*

**Tuesday, January 15th**

**I. Foundational Perspectives**


**Thursday, January 17th**


**Tuesday, January 22nd**

**II. Classical Theories of Persuasion**


Thursday, January 24th  
**II. Classical Theories of Persuasion (Cont.)**


Tuesday, January 29th  
**III. Processing and Understanding Stereotypes**


Thursday, January 31st  
**II. Priming, Activating, & Internalizing Stereotypes**


Tuesday, February 5th


Thursday, February 7th  
**XII. Social Comparisons and Stereotypes**


Tuesday, February 12th

Thursday, February 14th  
**III. Attitude Formation, Accessibility & Change**


Tuesday, February 19\textsuperscript{th} \hspace{2cm} III. Attitude Formation, Accessibility & Change (Cont.)


Thursday, February 21\textsuperscript{th} \hspace{2cm} IV. Emotion & Motivation


Tuesday, February 26\textsuperscript{th} \hspace{2cm} IV. Emotion & Motivation (Cont.)


Thursday, February 28\textsuperscript{th}


Tuesday, March 5\textsuperscript{th} \hspace{2cm} MIDTERM

Thursday, March 7\textsuperscript{th} \hspace{2cm} V. Learning in a Diverse World


March 11\textsuperscript{th} – March 15\textsuperscript{th} \hspace{2cm} SPRING BREAK
Tuesday, March 19th  

**V. Learning in a Diverse World**


Thursday, March 21st  

**V. Learning in a Diverse World (Cont.)**


Tuesday, March 26th  

**V. Learning in a Diverse World (Cont.)**


Thursday, March 28th  

**VI. Agency of Technology**


Tuesday, April 2nd  

**VI. Agency of Technology**


Thursday, April 4th  VI. Agency of Technology (Cont.)

- Video: Digital Nation

Tuesday, April 9th  X. Public Policy Perspectives


Thursday, April 11th  X. Public Policy Perspectives (Cont.)


Tuesday, April 16th  FINAL PAPER DUE

- STUDY DESIGN FINAL PAPER DUE