

SYLLABUS: COMM 3628

Contemporary Persuasion Theory

Spring 2024

3 credit hours, hybrid course

Journalism Building, Room 371

Tuesday and Thursday, 9:35am – 10:55am

COURSE OVERVIEW

Instructor

Instructor: Dr. Shannon Poulsen

Email address: poulsen.6@osu.edu

Virtual office hours: Thursdays from 1:00pm-3:00pm, or by appointment

Zoom: [link to office hours](#), password: GoBuckeyes

Mode of delivery

This is a hybrid course where we will meet on campus two times a week. Beyond our time together, you will complete additional work online.

Course description

This class is designed to introduce students to the central conceptual, theoretical, and applied issues in the study of persuasion. In particular, students will gain familiarity with 1) major classic and contemporary theories of persuasion; 2) key terms used by social influence researchers and practitioners, 3) common heuristics, or simple decision rules, that guide the decision-making process, and 4) ethical implications associated with persuasive attempts.

Students should complete the class not only with a strong understanding of persuasion theory but also with the ability to recognize persuasive appeals, to understand the underlying mechanisms through which they operate, and to construct effective persuasive messages for both interpersonal and mass media contexts.

Course learning outcomes

1. You will learn to demonstrate an understanding of the theories of persuasion.
2. You will learn about and apply ethical principles of persuasive messages.
3. You will demonstrate an understanding of persuasive messages and be able to explain why they work or fail using persuasion research and theory.

COURSE MATERIALS

Textbooks- required

Frymier, A. B., & Nadler, M. K. (2017). *Persuasion: Integrating theory, research, and practice*. 4th Edition. Dubuque, IA: Kendall Hunt.

Cialdini, R. B. (2009). *Influence: Science and Practice* (5th Edition). Boston, MA: Pearson/Allyn & Bacon.

Additional required readings are posted on Carmen.

Course technology

Technology support

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the Ohio State IT Service Desk. Standard support hours are available at ocio.osu.edu/help/hours, and support for urgent issues is available 24/7.

- **Self-Service and Chat support:** ocio.osu.edu/help
- **Phone:** 614-688-4357(HELP)
- **Email:** servicedesk@osu.edu
- **TDD:** 614-688-8743

Technology skills needed for this course

- Basic computer and web-browsing skills
- Navigating Carmen (go.osu.edu/canvasstudent)
- CarmenZoom virtual meetings (go.osu.edu/zoom-meetings)
- Recording a slide presentation with audio narration (go.osu.edu/video-assignment-guide)

- Recording, editing, and uploading video (go.osu.edu/video-assignment-guide)

Required equipment

- Computer: current Mac (MacOs) or PC (Windows 10) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone
- Other: a mobile device (smartphone or tablet) to use for BuckeyePass authentication

Required software

- Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office

365. Full instructions for downloading and installation can be found at go.osu.edu/office365help.

Additional technologies

Carmen access

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.

You will need to use BuckeyePass (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device help article for step-by-step instructions (go.osu.edu/add-device).

- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the Duo Mobile application (go.osu.edu/install-duo) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357(HELP) and IT support staff will work out a solution with you.

TopHat

Comprehension quizzes will be accessed during class using TopHat. You can either get the TopHat mobile app, navigate to TopHat's website and enter the join code, or text the designated TopHat mobile number provided during the quiz to provide your answers.

As such, some kind of mobile device with an internet connection is needed in class.

Carmen Zoom

Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom 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 Zoom for the student to live chat with the professor or TA in the virtual office hours room. Here is the link to the [Carmen Zoom](#) help guide

Proctorio

Proctorio, an online proctoring tool, will be used during this course. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. **Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection.** During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled.

Instructions for setting up and using Proctorio can be found at:

<https://resourcecenter.odee.osu.edu/carmencanvas/getting-started-proctorio-students>

To use Proctorio you must be **over 18 years of age**.

Additionally, the tool has **limitations in its accessibility** for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please contact your instructor to find an equivalent alternative.

Proctorio offers free [24/7 student support](#) through web chat or email.

COURSE DESIGN

Credit hour and work expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. ASC Honors provides an excellent guide to scheduling and study expectations.

Attendance and participation requirements

It is expected that students will come to class in-person. Attendance will be taken at each class. Students who experience emergencies and/or are sick can join the course synchronously online. I reserve the right to revoke the online attendance option.

GRADES

How your grade is calculated

Following are the percentages for each assignment category. There will NOT be opportunities for any student to re-take exams, re-complete assignments, or complete additional work in order to raise their grade outside what is laid out in this syllabus.

Providing extra assignments for one student or “bumping up” a grade for one student invalidates the standards applied to the class and is unfair to every student. For this reason, please do not ask me to reconsider your grade when the semester is over unless there has been an error in how it was calculated.

ASSIGNMENTS	PERCENTAGE
Exam 1	15%
Exam 2	15%
In-class participation assignments	20%
Online assignments	20%
Comprehension quizzes	5%

Final project	25%
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See course schedule below for due dates.

Grading scale

The following table shares the corresponding great with the course.

GRADE	PERCENTAGE	GRADE	PERCENTAGE
A	93%-100%	C	73%-76%
A-	90%-92%	C-	70%-72%
B+	87%-89%	D+	67%-69%
B	83%-86%	D	63%-66%
B-	80%-82%	D-	60-62%
C+	77%-79%	E	<60%

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.

Extra credit

You can earn up to 2% of extra credit by earning up to 4 points of extra credit.

Students may earn up to **three points** of extra credit by participating in the School of Communication's Communication Research Experience Program (C-REP). One hour of research participation is equal to one point of extra credit. A non-research participation alternative is also available if you do not wish to participate in studies or are ineligible to participate in a research study.

The C-REP Autumn 2023 Student Guide will be posted on Carmen as soon as it is available, and it has more details about research participation. If you want to obtain an alternate assignment or need to unlock your C-REP account, you will need contact the C-REP coordinator, whose information is available in the guide.

Students may also earn up to **one point** of extra credit by completing student evaluations of instruction.

Additional extra credit opportunities may be announced via Carmen throughout the term.

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.

ASSIGNMENT OVERVIEW

Descriptions of major course assignments

Readings

Reading prior to class is a requirement. The required readings are designed to be a starting point for our class discussions and activities. If you do not read before class, I will have less to talk about that will interest you and you will have fewer questions for me. In addition, you will be unable to participate in many of the in-class assignments without having read the assigned reading before class. Finally, reading the assigned text prior to class will help you to do well on daily lecture quizzes.

Exams

There will be two exams based on material covered in class and in the assigned readings. The exams are not cumulative. Both lecture material and reading assignments will be tested.

Exams will be composed of multiple-choice questions.

In-class participation assignments

You will regularly be asked to complete in-class assignments to illustrate course concepts. Some assignments will be carried out individually while others will be completed in a group. Most of these assignments will be finished entirely in class. They will be graded based on completion.

Because many of these assignments necessitate participation in the group discussion and activity, **they cannot be made up** if you need to miss class for any reason. However, I will excuse two in-class assignment absences, providing you with a cushion should you need to miss a class for any reason.

If you need to miss more than one class period due to an illness or other emergency, please be in touch with me immediately so that we can work together to find a solution. This opportunity to make up assignments will only be considered if the illness or emergency situation is brought to my attention within 48 hours of the missed class.

Online assignments

There are 6 online assignments throughout the semester. You will supplement the readings and class lecture with an online assignment. These assignments will ask you to further engage with the topics, typically through the application of a course concept or through the analysis of the topic in a novel context.

Comprehension quizzes

We will start most lectures with a short review quiz on the prior weeks' materials. The results of these quizzes will let us both know what information may need review. These quizzes will also familiarize you with the kinds of questions that will be on the exam.

Final project

You will create a print public service announcement (PSA) concerning a social issue connected with a real-life non-profit organization. The PSA design must be informed by one of the theories or persuasion principles we learn in the course. The final project consists of the following:

- An executive summary of your idea and the theory applied
- A print PSA that follows the strategies outlined in the executive summary
- A presentation in which you will provide an overview of your theoretical background and show the PSA in class. You will also be asked questions.

Late assignment policy

Assignments & Deadlines

Each assignment is due on the designated date. Late assignments are marked down 10% per day *including weekends*. If, however, you have an emergency or illness that precludes you from meeting a deadline, please let us know that right away. Provided that the emergency is brought to my attention within 24 hours of the deadline and can be documented, late penalties may be waived.

Technology issues

It is your responsibility to have consistent access to a reliable Internet connection and all required software noted above. You should build in extra time to resolve technical problems so that you are able to do that while still meeting deadlines. For assistance with tech issues, please contact OCIO (details provided below in section on technology).

Deadlines will **not** be extended for technological problems. Technical failure does not constitute an excuse for submitting work late.

Technical problems which are documented by the University's Office of the Chief Information Officer (https://osuitsm.service-now.com/selfservice/system_status) will be permitted as these are outside of your control. If you experience a problem with an OSU system (email, Carmen) which OCIO have not reported, it will be your responsibility to raise a ticket with them. Only after they confirm your situation was out of your control will an accommodation be made. Note that a situation like this is extremely rare. If you find yourself experiencing a technical issue that impacts your ability to take part in essential class activities, your first response should be to make alternate arrangements.

Exams

All exams are to be taken online, in class, using Proctorio, on the designated exam dates. The exam may be taken at an alternative time 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 makeup 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. Please note that make-up exams may be of a different format or cover course content in a different ratio than the original.

“Freebie” policy

You are allowed one “**freebie**” over the course of the semester, such that you can turn in an assignment late with NO PENALTY. To use your freebie, you **need to email me within one day** of the assignment due date that you’re using your freebie (you do not need to tell me why) and **share the day you will submit it** (you can have up to two additional business days to complete the assignment). Requests alone will not be accepted. Part of this policy is to learn how to set our own schedule and expectations. Once you use up your freebie, you will receive the late penalty on any assignments. Freebies are applicable to discussion posts and final drafts of papers.

Quizzes and exams are exempt from the freebie policy. If these excluded items are not submitted on time, you will receive a 0 on the assignment.

COURSE COMMUNICATION EXPECTATIONS

Student communication

These are the following expectations I have for students regarding course

communication.

Students will...

- **Regularly check email and CarmenCanvas for course information**

I will use the announcement feature of CarmenCanvas to communicate with the class as a whole. 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.

I also strongly recommend that you turn on CarmenCanvas notifications for instructor announcements so that you also get an email indicating that I have sent communications.

- **Email the instructor with appropriate questions**

For private questions, or those that are very specific to your individual situation, you can email me (contact info above). I will respond to emails within 24 hours on weekdays (longer on weekends). Please do not email with questions that can be answered by reviewing the syllabus or other official course documents.

*It is not feasible for me to help you with technical problems. **University Tech support can help you (614-688-HELP).**

- **Attend office hours as needed**

For more in-depth questions, please use office hours. This is the appropriate way to review exams, ask questions about assignments, grading, or more involved questions about course content you may not understand. Office hours are digital via Carmen Zoom at the times indicated on page 1 of this syllabus (or by appointment).

Faculty communication

Just as there are expectations for you to read and response to my communications, I am also responsible for responding to you.

I am providing the following list to give you an idea of my intended availability throughout the course:

- **Provide grading and feedback in a timely manner**

For bi-weekly interaction assignments and reflection papers, you can generally expect feedback within **7-10 days**.

- **Regularly check and respond to email:**

I will reply to emails within 24 hours on days when class is in session at the university.

- **Reliably hold office hours**

Information on office hours is at the beginning of this syllabus. will give students as much notice as possible if office hours need to be temporarily rescheduled.

I am also flexible to your schedule if office hours are not convenient for you.

Discussion and communication guidelines

The following are my expectations regarding 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. I 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 support what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- **Discussion Guidelines:** A document outlining guidelines for successful participation in class discussions can be found in the Welcome Module for this course.

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 immediately so that we can privately discuss options. To establish reasonable accommodations,

I may request that you register with Student Life Disability Services. 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; 098 Baker Hall, 113 W. 12th Avenue.

Accessibility of course technology

This online course requires use of CarmenCanvas (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.

- Canvas accessibility (go.osu.edu/canvas-accessibility)
- Streaming audio and video
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)
- Collaborative course tools

OTHER COURSE POLICIES

Academic integrity policy

Policies for this 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/>

Generative AI, e.g., ChatGPT (added 08/22/2023)

There has been a significant increase in the popularity and availability of a variety of generative artificial intelligence (AI) tools, including ChatGPT, Sudowrite and others. These tools will help shape the future of work, research and technology but when used in the wrong way, they can stand in conflict with academic integrity at Ohio State.

All students have important obligations under the **Code of Student Conduct** to complete all academic and scholarly activities with fairness and honesty. Our professional students also have the responsibility to uphold the professional and ethical standards found in their respective academic honor codes. Specifically, students are not to use unauthorized assistance in the laboratory, on field work, in scholarship or on a course assignment unless such assistance has been authorized specifically by the course instructor. In addition, students are not to submit their work without acknowledging any word-for-word use and/or paraphrasing of writing, ideas or other work that is not your own. These requirements apply to all students undergraduate, graduate, and professional.

To maintain a culture of integrity and respect, these generative AI tools should not be used in the completion of course assignments unless an instructor for a given course specifically authorizes their use. Some instructors may approve of using generative AI tools in the academic setting for specific goals. However, these tools should be used only with the explicit and clear permission of each individual instructor, and then only in the ways allowed by the instructor.

This course’s policy:

I strongly advise you do not use these programs when completing the course. It is vital that you build these skills independent of the technology in case it ever fails. That said, I recognize these programs are tools that can be useful. If you use ChatGPT to aid your in your work, you **must submit the prompts you used and the output it produced in addition to your final product.**

Student Services and Advising

University Student Services can be accessed through BuckeyeLink. More information is available here:

<https://contactbuckeyelink.osu.edu/>

Advising resources for students are available here: <http://advising.osu.edu>

Copyright for instructional materials

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.

Statement on Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources.

If you or someone you know has been harassed or discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options at titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu. Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information on OIE, visit equity.osu.edu or email equity@osu.edu.

Commitment to a diverse and inclusive learning environment

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Land Acknowledgement

We would like to acknowledge the land that The Ohio State University occupies is the ancestral and contemporary territory of the Shawnee, Potawatomi, Delaware, Miami,

Peoria, Seneca, Wyandotte, Ojibwe and Cherokee peoples. Specifically, the university resides on land ceded in the 1795 Treaty of Greenville and the forced removal of tribes through the Indian Removal Act of 1830. I/We want to honor the resiliency of these tribal nations and recognize the historical contexts that has and continues to affect the Indigenous peoples of this land.

More information on OSU's land acknowledgement can be found here:

<https://mcc.osu.edu/about-us/land-acknowledgement>

Your mental health

As a student you may experience a range of issues that can cause barriers to learn, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand resources are available at go.osu.edu/ccsondemand. You can reach an on-call counselor when CCS is closed at 614- 292-5766, and 24-hour emergency help is also available through the 24/7 National Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org. The Ohio State Wellness app is also a great resource available at go.osu.edu/wellnessapp.

COVID-19 and Illness Policies

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials are available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek

confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at equity.osu.edu,
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information:
 - 1. Any human resource professional (HRP);
 - 2. Anyone who supervises faculty, staff, students, or volunteers;
 - 3. Chair/director; and 4. Faculty member.

COURSE SCHEDULE

For each week, you should review the weekly “module” on Carmen. Within that module, you will find all of the videos, articles, and assignment details needed to complete that week’s assignments. Weekly modules are released by 9:00am on Mondays.

Week	Dates	Topic	Readings	What’s due? <i>All assignments are due by Sunday night at 11:59pm unless otherwise stated</i>
Week 1	Tues. Jan 9	Introduction: Course overview & Syllabus Class introductions <i>Wk1_1 In-class assignment (ICA)</i>	The syllabus	Syllabus quiz Learning styles survey <i>Any in-class assignments (ICAs)</i>
	Thurs. Jan 11	Persuasion overview: What is persuasion? <i>Wk1_2 ICA</i>	Frymier & Nadler Chapter 1: The concept of persuasion	
Week 2	<i>Monday, Jan 15: MLK Jr Day</i>	Early rhetorical theory: ethos, logos, pathos	[no reading for early rhetorical theory]	Wk2 Online assignment <i>Any in-class assignments</i>
	Tues. Jan 16	The role of theory in persuasion	Frymier & Nadler Chapter 7: The role of persuasion in theory	
	Thurs. Jan 18	Persuasion and the audience: Understanding Attitudes & Behavior	Frymier & Nadler Chapter 2: Attitudes	
Week 3	Tues. Jan 23	Theory of Reasoned Action (TRA); Theory of Planned Behavior (TPB) <i>Wk3 ICA</i>	Frymier & Nadler Chapter 10: Theory of Reasoned Action	<i>Any in-class assignments</i>

	Thurs. Jan. 25	Cognitive consistency <i>Wk3_2 ICA</i>	Frymier & Nadler Chapter 9	
Week 4	Tues. Jan. 30	Psychological reactance <i>Wk4 ICA</i>	<i>Reading available on Canvas</i>	Wk4 Online assignment <i>Any in-class assignments</i>
	Thurs. Feb. 1	Source Factors	Frymier & Nadler Chapter 4	
Week 5	Tues. Feb. 6	Message Factors (EPPM; Inoculation)	Frymier & Nadler Chapter 5	Wk5 Online assignment <i>Any in-class assignments</i>
	Thurs. Feb. 8	Receiver & Context Factors	Frymier & Nadler Chapter 6	
Week 6	Tues. Feb 13	Social judgment theory <i>Wk6 ICA</i>	Frymier & Nadler Chapter 8	<i>Any in-class assignments</i> *Wk6_2 ICA is due Thursday, Feb. 15 by the end of the day*
	Thurs. Feb. 15	Review & Exam 1 <i>Wk6_2 ICA is Exam Review***</i>	Study notes, videos, and readings to prepare for exam	
Week 7	Tues. Feb. 20	Exam 1	Study for exam	Exam 1
	Thurs. Feb. 22	Review exam <i>Wk7 ICA</i>		Mid-semester feedback <i>Any in-class assignments</i>
Week 8	Tues. Feb. 27	Dual Processing Theories	Frymier & Nadler Chapter 11	Wk8 Online Assignment <i>Any in-class assignments</i>
	Thurs. Feb. 29	Introduction to weapons of influence	Cialdini Chapter 1	

Week 9	Tues. March 5	Reciprocity <i>Wk9 ICA (final project work)</i>	Cialdini Chapter 2	<i>Any in-class assignments</i>
	Thurs. March 7	Commitment & Consistency	Cialdini Chapter 3	
Week 10	Tues. March 12	<i>Spring break</i>		
	Thurs. March 14	<i>Spring break</i>		
Week 11	Tues. March 19	Social Proof Effective PSA design	Cialdini Chapter 4: Social Proof: Truths are Us Canvas reading TBD	<i>Any in-class assignments</i>
	Thurs. March 21	Liking <i>Wk11 ICA (final project work)</i>	Cialdini Chapter 5	
Week 12	Tues. March 26	Authority	Cialdini Chapter 6	Wk 12 Online Assignment <i>Any in-class assignments</i>
	Thurs. March 28	Scarcity <i>Wk12 ICA (final project work)</i>	Cialdini Chapter 7	
Week 13	Tues. April 2	Persuasion Ethics	Frymier & Nadler Chapter 15	Wk 13 Online Assignment <i>Any in-class assignments</i>
	Thurs. April 5	Persuasive speaking activity <i>Wk13 ICA</i>		

Week 14	Tues. April 9	Final Project Presentations		<i>Final interactive assignment materials due for all students, regardless of presentation date</i>
	Thurs. April 11	Final Project Presentations	Study notes, videos, and readings to prepare for exam	
Week 15	Tues. April 16	Final Project Presentations	Study notes, videos, and readings to prepare for exam	
	Thurs. April 18	Final Project Presentations Review for Exam 2	Study notes, videos, and readings to prepare for exam	
Week 16	Tues. April 23	Last day of classes Exam 2		