SYLLABUS: COMM 2367
PERSUASIVE COMMUNICATION
ONLINE SUMMER 2019

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: Jasmine Roberts

Email address: Roberts.827@osu.edu

Phone number: 614-247-8437

Office hours: By appointment on Carmen Connect or call office phone number

Course description and 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 learning 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 Communication

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.

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. 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.odee.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.odee.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.odee.osu.edu/carmenconnect
- **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 Proctorio use will be provided. To use Proctorio you must be **over 18 years of age**. Additionall, 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 work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and [recommended proctoring options](#) are available.

- **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

COURSE REQUIREMENTS

The overall design of the course centers on the persuasive speech assignment that will take place at the end of the semester. With the exception of the exams, quizzes, and the reflection paper, all course assignments are integrated and culminate in a speech to be posted on the Carmen discussion board. The goal of *each* speech is to:

- Present a problem (e.g., poverty) in a particular region (e.g., Ohio).
- Deliver speeches to persuade the audience to volunteer at or donate to a particular nonprofit organization that is actively and effectively addressing the problem (e.g., Ohio Poverty Law Center).

- Discuss the speeches and vote for the most persuasive speaker.

ASSIGNMENT OVERVIEW

Essays

- *Annotated Bibliography Paper:* This assignment requires you to begin researching your problem. In this paper, you will develop your ability to access, evaluate, and use credible information by identifying and summarizing highly credible sources.
- *Problem Analysis Paper:* This persuasive essay requires you to explore the problem in your region. You will consider what is means to demonstrate the severity of a problem and create an exigence for change.
- *Audience Analysis Assignment*
  - *Part 1: Audience Survey:* Knowing your audience is essential to effective persuasive communication. This assignment will help you construct survey items to measure audience attitudes about your problem and recommended solution.
  - *Part 2: Audience Analysis Paper and Online Discussion:* In this essay, you will summarize, analyze, and apply information from the audience survey and textbook material to develop a persuasive message that will appeal to your audience. You will also participate in a group discussion to critically analyze the original ideas of your peers and improve the effectiveness of your own persuasive arguments.

Discussion Posts

- Three prompts for discussion will be presented and completed within your groups. These prompts are asking you to think critically and apply the theories and concepts presented in readings and lecture. You will be expected to create an initial post with your own ideas and then respond to the post of at least 2 group members.
- Guidelines for a successful discussion post can be found in the Welcome Module for this course.

Quizzes/Exams

- *Quizzes:* Two quizzes will be presented on the syllabus and APA materials and may include short answer, multiple choice, true-false, and/or matching items. The lowest quiz score will be dropped.
- *Comprehensive Exam:* The exam will cover required readings and may include multiple choice, true-false, and/or matching items.

Speeches

- *Media and Persuasion Speech:* This 2-4 minute speech will develop your ability to make connections between textbook material and media you encounter daily. Instructions for how to record the speech will be provided.
- *Persuasive Speech:* In this culminating assignment, you will use the knowledge you have gained from the textbook, class discussions, and previous assignments to deliver a 5-6 minute persuasive speech to your peers on the Carmen discussion board. Instructions for how to record the speech will be provided.

Participation:

- *Media and Persuasion Speech Participation*: You will have an opportunity to ask questions or provide peer feedback on presentations.
- *Persuasive Speech Participation:* You will have an opportunity to actively participate by asking questions,

engaging in discussion, and offering peer feedback on presentations.

- *Peer Reviews:* For each writing assignment, you will provide detailed feedback about another student's draft. The Problems, Solutions, and Barriers Paper will require you to complete multiple peer reviews.

- *Problem, Solution, and Barriers Paper:* You will have an opportunity to revise your Problem Paper based on previous feedback from your instructor and peers. This assignment requires you to write a persuasive paper wherein you refine your problem arguments and advocate a solution. You also need to consider counterarguments and address these barriers to persuade your audience to enact your solution.

- *Reflection Paper:* In this paper, you will reflect on what you learned through the class readings and assignments to consider how your experience this semester might be personally, academically, and professionally applicable.

Grades

GRADING

Following are the point values for each assignment:

Assignment	Points
Annotated Bibliography	30
Problem Paper	50
Audience Analysis Paper Online Discussion	40
Problem, Solution, and Barriers Paper	20
Reflection Paper	15
Discussions(3@ 10 each)	30
Syllabus Quiz	5
APA Quiz	10
Exam	75
Media and Persuasion Speech	25
Media and Persuasion Speech Participation	10
Persuasive Speech	70
Persuasive Speech Participation	15
Peer Reviews	30
Overall Class Participation	25
TOTAL	450

C-REP (Communication Research Experience Program) Research Credits: All students enrolled in COMM 2367 may participate in the Communication Research Experience Program ("C-REP"). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Participation can take the form of:

• Completing two hours of C-REP research studies, OR

• Completing two C-REP alternative written assignments, OR

• Completing a combined total of two hours of research studies and alternative writing assignments. You should NOT wait until the last minute to sign up for participation. It is wise to complete this as early as possible, when demands on your time are the lightest. Please take the time to read the detailed C-REP Student Guide posted on the course website listed under Important Documents/Links. Please direct any questions regarding C-REP to Shannon Poulsen at poulsen.6 @osu.edu.

Late assignments

A 2 hour grace period is given for each assignment to ease any technology or personal issues that may arise. Late submissions for assignments will not incur a penalty during the grace period, but will incur a 30% penalty each day the submission is late. The first day begins one minute after the grace period has ended, with an automatic loss of 30% of the points. **Please do not email your paper to the professor**. I 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.

You must have a medical excuse or a note from Carmen/Canvas staff documenting an actual Carmen/Canvas problem that would have affected your submission to have a paper or post accepted with no penalty after the assignment period closes.

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 **24 hours on school days**.

Discussion board

I will check and reply to messages in the discussion boards every **24-48 hours on school days**.

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**: THREE TIMES PER WEEK
  Recorded lectures will be uploaded to the Mediasite folder THREE TIMES per week on MWF. 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. Watch a lecture, take a break, come back to the next. The course will assume a typical schedule for a MWF in-person course. The lectures should be viewed within 24 hours of posting to be sure you are up to date with the course materials.
- **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 "Ask the instructor" 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. 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 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.)

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	Reading or Media	Deadlines
1	5/8	**Introduction to Class** **The Concept of Persuasion**	**Chapter 1**	**Quiz : Syllabus due 5/10** **Group Choices Due 5/10**
2	5/13	**Writing: Myths and Expectations** **APA Style Introduction and Practice**	**Chapter 10**	**Discussion Post 1** **Initial 5/15** **Response 5/17**
3	5/20	**Finding Good Sources** **Evaluating and Working with Sources**	**Chapters 11-12**	**APA Quiz Due 5/24**

4	5/27 (Memorial Day, no class) 5/28	**Attitudes: Definition, Formation and Measurement** **Classical Rhetoric**	**Chapters 2-3**	**Annotated Bibliography Draft 5/28** **Peer Review 5/30** **Final 5/31**
5	6/3	**Source Factors** **Message Factors** **Film**	**Chapters 4-5** **Film: To Tell the Truth: A History of Documentary Film**	**Discussion Post 2** **Initial 6/5** **Responses 6/7**
6	6/10	**Social Judgment Theory** **Consistency and Cognitive Dissonance Theory**	**Chapters 6-7**	**Problem Analysis Paper Draft 6/10** **Peer Review 6/12** **Final 6/14**
7	6/17	**Survey Design** **A Reasoned Action Approach**		
8	6/24	**Elaboration Likelihood Model** **Persuasive Speaking** **Analyzing Your Audience**		**Audience Analysis Discussion** **Initial 6/24** **Responses 6/26**
9	7/1	**Practicing and Delivering Public Speeches**		**Discussion Post 3** **Initial 7/3** **Response 7/5**
10	7/8	**Defending the Proposal** **Listening and Critiquing Speeches**		**Problem, Solution, Barriers Paper** **Draft 7/8**

				Peer Reviews 7/10 Final 7/12
11	**7/15**	**Media and Persuasion Speeches** **Comprehensive Exam**		**Media and Persuasion Speech** **Post 7/15** **Responses 7/17** **Comprehensive Exam 7/19**
12	**7/24-7/28**	**Persuasive Speeches** **Video and Manuscript**		**Speech posted 7/24** **Responses 7/26**
Exam Week		**Reflection Paper Due 7/31 at 11:59pm**		