

THEORIES OF PERSUASION

COMM 3322

COURSE DESCRIPTION

Principles underlying communication designed to influence attitudes or behavior; approaches to motivation, perception, message structure, attention, reasoning, audience analysis, persuasibility, and attitude change; items for analysis drawn from speeches, advertising, radio, television, and film. (From the catalog)

The assignments and activities in this course are designed to help you achieve the following learning goals:

- You will become an effective and ethical practitioner of persuasive communication.
- You will become an educated and critical consumer of persuasive communication.
- You will be able to use persuasion theories to analyze and produce persuasive messages.

TEXTBOOK

Frymier, A. B., & Nadler, M. K. (2013). *Persuasion: Integrating theory, research, and practice*, 3rd ed. Dubuque, IA: Kendall Hunt.

ASSIGNMENTS & GRADING

- Attendance & participation (15%)
- Three (3) exams (15% each/45% total)
- Group Final Project (40%)

Details for the final project will be posted on eCourseware

Final grades will be assigned as follows:

A+ = 97.5-100%; A = 92.5-97.4%; A- = 89.5-92.4%; B+ = 87.5-89.4%; B = 82.5-87.4%; B- = 79.5-82.4%; C+ = 77.5-79.4%; C = 72.5-77.4%; C- = 69.5-72.4%; D+ = 67.5-69.4%; D = 59.5-67.4%; F ≤ 59.4%

COURSE POLICIES

Lecture Attendance

Roll will be called at the beginning of each class. In order to avoid disrupting the class, please arrive to class on time and do not leave early. If some pressing need arises and you need to arrive late or leave early on a given day, please let me know in advance. Otherwise, attendance credit will not be given if you arrive to class late or leave class early. Credit for attendance also assumes that you are paying attention to lectures and participating in class

activities and that you are not disrupting other students from paying attention and participating.

Note: All absences are treated the same; you will not receive attendance credit regardless of the reason for your absence. You may miss up to four classes without penalty. For each additional missed class, 1/3 of your attendance & participation grade will be deducted.

Use of Laptops, Cell Phones, and Other Electronic Devices

In most instances, I ask that you DO NOT use laptops in this class, for the following reasons:

(1) Using a laptop for note taking is actually less effective than taking notes by long hand (see: <http://www.scientificamerican.com/article/a-learning-secret-don-t-take-notes-with-a-laptop/>)

(2) Laptops are distracting, not only to the user, but also to other students in the classroom (see: <http://www.rcinet.ca/en/2013/08/20/new-study-shows-computers-in-class-distract-both-users-and-non-users/>)

Otherwise, please use common sense to avoid distracting yourself and your classmates: in particular, turn off cell phone ringers and leave phones, tablets, etc. in your purse or bag. Excessive or disruptive use of electronic devices in class will result in no attendance credit for that day.

Class Communication

Be sure to check your UofM email and the eCourseware page for this course regularly, as these are the primary means that I will use to communicate with you outside of class.

When you email me, use your UofM email and be sure to include a subject line (COMM 3322: subject of your email).

Submitting Assignments

Documents required for the group projects will be submitted to the digital drop box on UofM's eCourseware system (<http://elearn.memphis.edu>).

Late Assignments

Group project due dates are listed in the syllabus. Late assignments will not be accepted.

Make Up Exams

Requests for a make up exam must be made at least one week in advance of the exam date, except in the case of a documented emergency. In general, make up exams will be taken *before* the exam date.

Academic Honesty

I expect that all work turned in under your name is yours and yours alone. Please cite all external works in papers and do your own work on exams. In accordance with University of Memphis policy, plagiarism and cheating (which includes submitting the same paper for more than one class) are serious offenses and may result in a failing grade for the course and will be reported to the Office of Student Conduct. For additional information, please see: <http://www.memphis.edu/studentconduct/index.htm>

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of

sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

Students with Disabilities

Reasonable accommodations will be made for students with documented disabilities. For additional information, please see: <http://www.memphis.edu/drs/>

Other Campus Resources

- Writing & Communication Center: <http://www.memphis.edu/cwc/>
- Counseling Center: <http://www.memphis.edu/counseling/>

SAMPLE

WEEKLY SCHEDULE

Please read all of the assigned textbook chapters before the date listed on the syllabus. Any changes to this schedule will be announced in class and on eCourseware.

PERSUASION FUNDAMENTALS

Week 1: Getting Started

M 8/24: Introductions & Syllabus

W 8/26: Ch. 1, The Concept of Persuasion

F 8/28: Ch. 1, The Concept of Persuasion

Week 2: Automatic Persuasion & Influence

M 8/31: Kahneman, "The marvels and flaws of intuitive thinking" on eCourseware

W 9/2: Influence Strategies

F 9/4: Nudges

Week 3: Attitudes and Behavior

M 9/7: Ch. 2, Attitudes: Definitions, Formation, and Measurement

W 9/9: Ch. 3, The Relationship Between Attitudes and Behaviors

F 9/11: Ch. 3, The Relationship Between Attitudes and Behaviors

Week 4: Persuasion & Communication Campaigns

M 9/14: Exam 1

W 9/16: Perloff, "Communication campaigns" on eCourseware

F 9/18: Campaign Groups meet in-class

THEORY AND PERSUASION

Week 5: Social Judgment Theory

M 9/21: Ch. 4, The Role of Theory in Persuasion

W 9/23: Ch. 5, Social Judgment Theory

F 9/25: Ch. 5, Social Judgment Theory

Week 6: Cognitive Dissonance & Self-Perception

M 9/28: Ch. 6, Consistency and Cognitive Dissonance Theory

W 9/30: Ch. 6, Consistency and Cognitive Dissonance Theory

F 10/2: Ch. 7, Self-Perception Theory

Week 7: Theory of Reasoned Action & Theory of Planned Behavior

M 10/5: Ch. 7, Self-Perception Theory

W 10/7: Ch. 8, Theory of Reasoned Action & Theory of Planned Behavior

F 10/9: Ch. 8, Theory of Reasoned Action & Theory of Planned Behavior

Week 8: Elaboration Likelihood Model

M 10/12: Fall Break (No Class)

W 10/14: Ch. 9, Elaboration Likelihood Model

F 10/16: Ch. 9, Elaboration Likelihood Model

THE PERSUASION PROCESS

Week 9: The Persuasion Process

M 10/19: ***Exam 2***

W 10/21: Ch. 10, Source Factors

F 10/23: Ch. 10, Source Factors

Week 10: The Persuasion Process

M 10/26: Ch. 11, Message Factors: Content and Style

W 10/28: Ch. 11, Message Factors: Content and Style

F 10/30: Ch. 12, Message Factors: Tactics and Strategies

Week 11: The Persuasion Process

M 11/2: Ch. 12, Message Factors: Tactics and Strategies

W 11/4: Ch. 13, Receiver and Channel Factors

F 11/6: Ch. 13, Receiver and Channel Factors

Week 12: The Persuasion Process

M 11/9: Ch. 14, Ethics

W 11/11: Ch. 14, Ethics

F 11/13: ***EXAM 3***

Week 13:

M 11/16:

W 11/18:

F 11/20: ***Group Project Drafts Due***

Week 14:

M 11/23:

W 11/25: Thanksgiving (no class)

F 11/27: Thanksgiving (no class)

Week 15:

M 11/30: Group Project Presentations

W 12/2: Group Project Presentations

M 12/7: *Final Group Projects Due by 10am*****