

**COMM 2367: PERSUASIVE COMMUNICATION**  
**SPRING 2016, TR 3:55-5:15 PM**  
**Smith Lab 1064**

**INSTRUCTOR:** MATTHEW SWEITZER

**OFFICE:** DERBY HALL 3086

**EMAIL:** SWEITZER.34@OSU.EDU

**OFFICE HOURS:** WEDNESDAY 11:00-1:30 / FRIDAY 11:00-12:30 / OR BY APPOINTMENT

**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 DESCRIPTION**

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.

**GE COURSE 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 Related Skills**

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.

### **REQUIRED TEXT**

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

### **RECOMMENDED READINGS**

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

### **COURSE REQUIREMENTS**

The overall design of the course centers on mock town hall meetings that will take place at the end of the semester. With the exception of the exams, quizzes, reflection paper, and participation (assignments 1, 8-11 below), all course assignments are integrated and culminate in a speech to be delivered at the mock town hall meeting. The goal of each town hall meeting 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.

*\*\*An overview of all assignments is provided on Carmen (see Assignment Overview). A detailed description of each assignment is also on Carmen and will be discussed in class.*

## GRADING

Your final grade is based on four categories:

<b>Writing Assignments</b>	<b>Quizzes/Exams</b>	<b>Speech</b>	<b>Participation</b>
47%	26%	20%	7%

Following are the point values for each assignment:

Assignment	Points
Exams	100
Annotated Bibliography	50
Problem, Solution, and Barriers Paper	70
Audience Survey	30
Audience Analysis Paper	60
Town Hall Meeting Speech	80
Town Hall Meeting Participation	20
Media and Persuasion Speech	20
Reflection Paper	25
Quizzes	30
Participation	15
<b>TOTAL</b>	<b>500</b>

<b>Grade</b>	<b>Percent</b>	<b>Points</b>
A	93-100	465-500
A-	90-92	450-464
B+	87-89	435-449
B	83-86	415-434
B-	80-82	400-414
C+	77-79	385-399
C	73-76	365-384
C-	70-72	350-364
D+	67-69	335-349
D	60-66	300-334
E	Less than 60	299 points or less

## POLICIES AND EXPECTATIONS

**Attendance:** Attendance is expected at all class sessions, but you may miss three classes without penalty. For every class you miss beyond three, your grade will be lowered by 1/3 of your overall grade (e.g., B would become B-, C+ would become C, etc.). University approved absences are exempt from this policy. Absences due to medical concerns will be excused with appropriate documentation, provided the documentation is submitted *within one week* of the absence. Attendance will be taken at each class session.

**Missed or Late Exam:** You are required to take the exam on the scheduled day and time (see schedule below). If you do not take the exam, you will receive 0 points for the exam. The exam may only be made up 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 make up 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.

**Late Assignments:** Assignments must be submitted as indicated below (see Written Assignments) *no later than 11:59 p.m.* on the assigned due date. Assignments may be accepted late via email but will receive a grade penalty based on the following:

Assignment submission date	Maximum grade (% of total possible points)
1 day late	90%
2 days late	80%
3 or more days late	No credit

**Written Assignments:** In-class assignments may be handwritten, but all other work must be typed and must conform to APA formatting, citing, and referencing guidelines (see <http://www.apastyle.org/> and <https://owl.english.purdue.edu/owl/resource/560/01/>). Unless otherwise noted, assignments must be uploaded to the dropbox on Carmen *no later than 11:59 p.m.* on the assigned due date.

**Communications:** I will post class updates, extra credit opportunities, and/or additional materials as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least once per day) because you are responsible for this information, just as you are responsible for information in class.

**Classroom Civility:** We want to build a classroom climate that is comfortable for everyone. In a communication class, it is especially important that we (1) display respect for all members of the classroom, including the instructor and students; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, doing work for other classes, making/receiving cell phone calls, text messaging, using laptops/tablets for anything other than taking notes, etc.); and (4) avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive learning environment for all concerned.

**Punctuality:** Class begins on time every day to guarantee that all scheduled discussions and activities are completed, particularly on days when your fellow students are speaking or presenting. You are expected to be punctual. If you are late for class, do not enter the classroom while another student is speaking or presenting. Please wait outside until there is a break between speeches or presentations.

**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 (at least one paragraph) and attach the graded speech, paper, or exam. Please note that a challenge may result in grades being raised or lowered.

**Extra Credit:** You could have opportunities during the semester to earn extra credit by participating in research studies. You may not earn more than 4 extra credit points. The only exception is for the winning speaker from each group or the winning moderator in the class; these individuals may not earn more than 8 extra credit points.

**Academic Misconduct:** Cheating and plagiarism in any form will not be tolerated. The Ohio State University's Code of Student Conduct (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). Examples of academic misconduct include, but are not limited to, plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.

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/>.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact me or visit <http://oaa.osu.edu/coam/home.html>.

**Writing Center:** All students, especially those who have difficulty writing, are encouraged to visit the OSU Writing Center. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall)

## REASONABLE ACCOMMODATION POLICY

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

## DISCLAIMER

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

## COURSE INFORMATION

Because COMM 2367 is a GE course, the School of Communication requires that all sections use a common syllabus, textbook, assignment descriptions, rubrics, and due dates. (Exams, quizzes, and participation points will vary by instructor.) Instructors are expected to be consistent and fair across all sections to ensure that all students are meeting course outcomes. If you have any concerns, you may contact the Course Supervisor, Kristie Sigler.

**COURSE SUPERVISOR: KRISTIE SIGLER**

**OFFICE: JR 317**

**EMAIL: SIGLER.35@OSU.EDU**

**OFFICE HOURS: BY APPOINTMENT**

## TENTATIVE DAILY SCHEDULE

\*For Weeks 1-12, topics and activities listed may occur on any day of the week.

\*\*Assignments are due on the date listed in parentheses.

Week	Date	Topic and Activity*	Reading(s) Due	Assignment(s) Due**
Week 1	T 1/12 R 1/14	Overview of course and assignments; Introductions Introduction to Persuasion; Historical and Ethical Foundations	Chapters 1, 2	
Week 2	T 1/19 R 1/21	Historical and Ethical Foundations; Attitudes: Definition and structure Group meetings	Chapters 2, 3	
Week 3	T 1/26 R 1/28	Theory and Research on Strong Attitudes; Attitudes: Functions and Consequences Draft discussion/evaluation	Chapters 4, 5	Annotated Bibliography (optional draft on 1/26) (final on 1/28)
Week 4	T 2/2 R 2/4	Processing Persuasive Communications; Group meetings	Chapter 7, 9	
Week 5	T 2/9 R 2/11	Speeches Exam		Media and Persuasion Speech (2/9)  Exam, ch. 1-5, 7, 9 (2/11)
Week 6	T 2/16 R 2/18	Emotional Message Appeals: Fear and Guilt; Attitude Measurement; Group meetings Draft discussion/evaluation	Chapters 10, 6	Problem, Solution, and Barriers Paper (optional draft on 2/16) (final on 2/18)
Week	Date	Topic and Activity*	Reading(s) Due	Assignment(s) Due**
Week 7	T 2/23 R 2/25	Source Factors in Persuasion; Cognitive Dissonance Theory Group meetings	Chapters 8, 11	Survey Questions (all group members except moderator) (2/25)
Week 8	T 3/1 R 3/3	Interpersonal persuasion; Health Communication Campaigns Speaking activity Group meetings	Chapters 12, 14	Survey Draft (moderator only) (3/1)  Distribute Survey (moderator only) (3/3)

Week 9	T 3/8 R 3/10	Media and Persuasion Speech Exam		Complete Surveys (3/8)  Media and Persuasion Speech (3/8)  Exam, ch. 6, 8, 10-12, 14 (3/10)
Week 10	T 3/15 R 3/17	SPRING BREAK (NO CLASS)		
Week 11	T 3/22 R 3/24	Speech ethics Analyzing and interpreting survey data Speaking activity Group meetings	Assigned Reading (see Carmen)	
Week 12	T 3/29 R 3/31	Delivering your speech Speaking activity Group meetings Draft discussion/evaluation	Assigned Reading (see Carmen)	Audience Analysis Paper (optional draft 3/29) (final on 3/31)
Week 13	T 4/5  R 4/7	Presentation aids Speaking activity  Children (Columbus) Town Hall [Animal group town council]	Assigned Reading (see Carmen)	Town Hall Meeting Speech Town Hall Meeting Participation
Week 14	T 4/12 R 4/14	Addiction (Ohio) Town Hall [Disaster group town council] Animal Welfare (Ohio) Town Hall [Discrimination group town council]		Town Hall Meeting Speech Town Hall Meeting Participation
<b>Week</b>	<b>Date</b>	<b>Topic and Activity*</b>	<b>Reading(s) Due</b>	<b>Assignment(s) Due**</b>
Week 15	T 4/19 R 4/21	Discrimination (Midwest) Town Hall [Children group town council] Disaster (United States) Town Hall [Addiction group town council]		Town Hall Meeting Speech Town Hall Meeting Participation
Finals	4/26			Reflection Paper Due 11:59 PM