

Instructor Information:

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The Question & Answer Discussion Forum on Canvas is the preferred method of communication for most student questions. Questions of a confidential or personal nature should be sent by email. I do not accept assignments by email. I typically check email once daily during business hours Monday to Thursday. Additional information is available below in my email policy.

Office Hours

Office hours are reserved specifically for meetings with students in my classes. Contact me by email to set up an appointment. Please include multiple times that work for you in your email to speed up scheduling. My availability this semester is:

- Mondays from 10:30 am to 12:20 pm, US Eastern Time
- Wednesdays from 10:30 am to 12:20 pm, US Eastern Time
- Thursdays from 10:00 am to 10:50 am, US Eastern Time
- Other times may also be available, so please ask

I am typically available by Zoom during office hours, but to preserve bandwidth on Campus I do not keep Zoom active when I do not have an appointment. You can still "drop in" virtually. The best way is to call my office phone line and I will log in. Use the same Zoom link you use for class meetings.

Course Information:

- Semester: Fall, 2021
- Lecture time: 12:30 pm to 1:50 pm, US Eastern Time
- Lecture location: Virginia Hall, Room 216
- Zoom link: <https://tusculum.zoom.us/j/95312191625> (<https://tusculum.zoom.us/j/95312191625>)
- Final Exam: December 7th, 2021 from 2:00 pm to 3:50 pm, US Eastern Time

Course Description:

Research shows that we are exposed to hundreds of persuasive messages each day, and

persuasion is among the most important skills in several fields. This course examines the current theory and scientific research in the areas of persuasion, social influence, and compliance gaining. Topics in the course will include features of persuasive messages, state and trait effects on influence, testing persuasive messages, and common tactics used in influencing others both in face-to-face interaction and in other types of communication.

Required Materials:

- Text 1: "Persuasion: Social Influence and Compliance Gaining" (Gass & Seiter). 5th edition or newer is needed.
- Text 2: "Influence: Science and Practice" (Cialdini). 5th edition or newer is needed.

Student Learning Objectives:

Upon successful completion of this course, students will be able to:

1. Critically analyze messages. The final exam will measure this learning outcome.
2. Apply ethical communication principles and practices. The final mini-paper will measure this learning outcome.

Course Assignments and Grade Determination:

There are three major components of your grade in this class:

- Content Knowledge (40%)
 - 10% Quizzes
 - 10% Exam 1
 - 10% Exam 2
 - 10% Final Exam
- Mini-Papers (45%)
 - 20% Best Mini-Paper
 - 15% Middle Mini-Paper
 - 10% Worst Mini-Paper
- Participation and Professionalism (15%)
 - 4% Phase 1
 - 4% Phase 2
 - 4% Phase 3
 - 3% Phase 4

Mini-Papers:

Your understanding of course material will primarily be assessed through three mini-papers. Each

mini-paper will be between 750 to 1,000 words, which is 3-4 full pages in length (this is the length of the body of the paper, and does not include references, titles, etc.). The grades on the mini-papers will be weighted according to how well you do on each of them. Your highest scoring mini-paper is worth 20% of your final grade, the middle mini-paper is worth 15% of your final grade, and the lowest mini-paper is worth 10% of your final grade.

Content Knowledge:

Your understanding of the course material will also be assessed through multiple choice quizzes and a final exam. The lowest two quiz scores will be dropped, and the average of your remaining quiz scores will contribute 10% of your final grade. The exams will draw heavily from the quizzes, and will each contribute 10% of your final grade.

Participation and Professionalism:

Participation and Professionalism contributes 15% of your final grade. Displaying basic professionalism is an expectation in this class and one of the most useful skills to have when you graduate. Class activities (formative assessments) are designed to help you understand the class content and to help you develop your prepared presentations. These class activities include example activities, drafts, and the Peer Feedback you provide about your peer's presentations. Your participation and professionalism will be totaled for each phase of the class.

Extra Credit:

Students can earn up to a maximum of a 4.5% bonus on their final grade by attending events sponsored by programs within the department of Communication & Fine Arts. Extra credit opportunities and the amounts available will be announced throughout the semester. Some, but not all, of these events will have virtual attendance options. Any additional opportunities will not raise the cap of 4.5%. Extra credit may not be turned in after the last regular class meeting.

Final Exam Policy:

Tusculum University's full-semester courses include a final exam week. During the final exam week, students are required to be available for any form of final assessment (e.g. exams, papers, presentations) planned by the instructor according to the Tusculum University Final Exam Schedule and listed in the syllabus. Missing any planned final assessment during final exam week without prior written approval by the course instructor will result in a zero for the assessment. Travel, family, or other plans that conflict with the planned day/time of the final assessment are not acceptable excuses for missing a final assessment or for requesting a change of schedule. Instructors are under no obligation to accommodate a request for a change of day/time for the final assessment; an exception to this policy made by one instructor has no bearing on the decision of another instructor.

Grading Scale:

Final grades are allocated according to the official University grading scale for undergraduate courses:

A+	100-98	4.0
A	97-93	4.0
A-	92-90	3.7
B+	89-87	3.5
B	86-83	3.0
B-	82-80	2.7
C+	79-77	2.5
C	76-73	2.0
C-	72-70	1.7
D+	69-67	1.5
D	66-63	1.0
F	62-0	0.0

Course Schedule:

THESE SIX ASSIGNMENTS ACCOUNT FOR 75% OF YOUR GRADE IN THIS CLASS:

- Mini-Paper 1
- Mini-Paper 2
- Mini-Paper 3
- Exam 1
- Exam 2
- Exam 3 (Final Exam)

The instructor reserves the right to modify this schedule as necessary during the course.

Phase 1:

#	Date	Lecture Content	Readings / Due
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1	Tuesday, 2021-08-24	L0: Class Overview Modified class schedule on this day due to Opening Convocation	
2	Thursday, 2021-08-26	L1: Overview of Persuasion & Definitions	Read: Gass & Seiter (G&S), Ch. 1 Read: Cialdini, Ch. 1
3	Tuesday, 2021-08-31	L2: Compliance Gaining	Read G&S, Ch. 11 Q1: Overview of Persuasion & Definitions
4	Thursday, 2021-09-02	L3: Attitudes	Read: G&S, Ch. 3 Q2: Compliance Gaining Due: Practice Mini-Paper

Phase 2:

There are **2** major assignments due during this phase of the class, Mini-paper 1 and Exam 1:

#	Date	Lecture Content	Due
5	Tuesday, 2021-09-07	L4: Cognitive Dissonance Theory	Q3: Attitudes
6	Thursday, 2021-09-09	L5: Theory of Reasoned Action	Read: Cialdini, Ch. 3 Q4: Cognitive Dissonance Theory
7	Tuesday, 2021-09-14	L6: Elaboration Likelihood Model (ELM)	Q5: Theory of Reasoned Action

8	Thursday, 2021-09-16	L7: Reciprocity	Read: G&S, Ch. 10 Read: Cialdini, Ch. 2 Q6: Elaboration Likelihood Model (ELM)
9	Tuesday, 2021-09-21	L8: Social Normative Influences	Read: G&S, Ch. 6 Q7: Reciprocity Due: Mini-paper 1
10	Thursday, 2021-09-23	L9: Social Proof	Read: Cialdini, Ch. 4 Q8: Social Normative Influences
11	Tuesday, 2021-09-28	Make-up & Review	Q9: Social Proof
12	Thursday, 2021-09-30	Exam 1	Exam 1

Phase 3:

There are **2** major assignments due during this phase of the class, Mini-paper 2 and Exam 2.

#	Date	Lecture Content	Due
13	Tuesday, 2021-10-05	L10: Persuader Characteristics: Credibility	Read: G&S, Ch. 4
14	Thursday, 2021-10-07	L11: Persuader Characteristics: Sociodemographics	Read: G&S, Ch. 5 Q10: Persuader Characteristics: Credibility
-	Tuesday, 2021-10-12	No Class (Fall Break)	

15	Thursday, 2021-10-14	L12: Persuader Characteristics: Liking	Read: Cialdini, Ch. 5 Q11: Persuader Characteristics: Sociodemographics
16	Tuesday, 2021-10-19	L13: Persuader Characteristics: Authority	Read: Cialdini, Ch. 6 Q12: Persuader Characteristics: Liking Due: Mini-paper 2
17	Thursday, 2021-10-21	Film: The Persuaders (https://www.pbs.org/wgbh/frontline/film/showspersuaders/)	Q13: Persuader Characteristics: Authority
18	Tuesday, 2021-10-26	Make-up & Review	
19	Thursday, 2021-10-28	Exam 2	Exam 2

Phase 4:

There are **2** major assignments due during this phase of the class, Mini-paper 3 and the [Final Exam](#):

#	Date	Lecture Content	Due
20	Tuesday, 2021-11-02	L14: Messages: Effects of Language	Read: G&S, Ch. 7
21	Thursday, 2021-11-04	L15: Messages: Structure and Order	Read: G&S, Ch. 9 Q14: Messages: Effects of Language

22	Tuesday, 2021-11-09	L16: Scarcity Effect	Read: Cialdini, Ch. 7 Q15: Messages: Structure and Order
23	Thursday, 2021-11-11	L17: Psychological Reactance	Q16: Scarcity Effect
24	Tuesday, 2021-11-16	L18: Nonverbal Communication and Persuasion	Read: G&S, Ch. 8 Q17: Psychological Reactance
25	Thursday, 2021-11-18	L19: Deception	Read: G&S, Ch. 12 Q18: Nonverbal Communication and Persuasion
26	Tuesday, 2021-11-23	L20: Motivational Persuasion	Gass & Seiter, Ch. 13 Q19: Deception Due: Mini-paper 3
-	Thursday, 2021-11-25	No Classes (Thanksgiving Break)	
27	Tuesday, 2021-11-30	L21: Ethics of Persuasion, Visual Persuasion	Read: G&S, Ch. 14 Read: G&S, Ch. 15 Read: G&S, Ch. 16 Q20: Motivational Persuasion
28	Thursday, 2021-12-02	Make up, Review, and Student's Choice Deep Dive	Q21: Ethics of Persuasion, Visual Persuasion
-	Tuesday,	Final Exam (2:00 pm to 3:50 pm, US Eastern Time)	Final Exam

Course Policies (Attendance, Assignments, Assessments):

Appropriate Behavior Policy

We are a community of learners, and your classmates are entitled to the standard professional courtesies. Each student is required to conduct themselves in an appropriate manner at all times. Show respect for every person in the class. Complete your assigned work on time. Be ready for discussion and activities. Ask questions. Be supportive audience members. Racist, sexist, or other offensive or discriminatory language will not be tolerated. Unprofessional behavior will result in penalties to your Participation and Professionalism grade.

COVID-19 Mask Wearing Policy

The university's policy regarding mask wearing is outlined in the Pioneer Pathway document that is found on the campus safety webpage. Scroll down and click on the COVID-19 tab to locate the document. Faculty are authorized to enforce all guidelines outlined in the Pioneer Pathway document.

Email Policy

The Question & Answer Discussion Forum on Canvas is the preferred method of communication for most student questions. Questions of a confidential or personal nature should be sent by email. I do not accept assignments by email. I check and respond to my email once daily during business hours, however I dedicate my Fridays to research and larger projects. I typically do not see emails sent late on Thursday or during the day Friday until Monday the next week.

Engaging in professional communication with your professors and the university staff is important. I am unlikely to respond to emails that do not contain any questions. Emails asking course-related questions of a non-confidential nature will be answered in the Question & Answer Discussion Forum on Canvas. Brief emails asking questions which are already answered in course documents (syllabus, calendar, assignment descriptions, etc.) will typically receive brief replies referring to course documents.

HyFlex Statement:

You've signed up for a HyFlex class. What this means is that you may attend in-person, virtually through zoom, or completely online, and you may change up your method of attendance however you like throughout the semester. The HyFlex class, then, is the most accommodating one you'll find. It offers obvious flexibility for your schedule and for whatever life events you face throughout the course. You'll find that the HyFlex class is just as effective as any strictly online class. With the HyFlex experience, all students, no matter how they attend, will have access to recordings of daily lectures

and to all the same course materials. You'll be required to engage in the same conversations and to complete the same assignments.

Words of Caution

Keep in mind the important fact that online classes became a thing to accommodate students who had significant obstacles to overcome -- like jobs, families, and distance. Online is an effective way to get through college. No one ever promised it would be the best, or easiest, way. It is my firm belief that nothing replaces the in-class experience. The in-class experience gives you immediate access to your instructor and to your classmates, who all have a vested interest in this class's materials, subject matter, and discussions. There's a healthy and invigorating energy found in face-to-face interactions that you just can't find otherwise, and committing to attend in-person gives you, especially you traditional-age college students, a structure that has historically proven necessary for students for literally hundreds of years. Online education requires the type of self-discipline that young people often haven't had time to develop. If you're unable to attend in person or via Zoom, be sure you're committed to demonstrating the kind of discipline necessary to be successful. Otherwise, again, you're not getting your money's worth. If you're a residential or commuter student, you're not getting your money's worth if you elect to attend class virtually, especially solely online. Be wise, then: get the most bang for your buck.

Grade Challenge Policy

If you believe that you have been graded unfairly, wait 24 hours after receiving the grade, review the rubric, and schedule a meeting to discuss it with me. Come to this meeting prepared to provide *evidence* supporting the need for a grade change. Grades are considered final one week after they are posted in Canvas. The privacy of student educational records is protected by the Family Educational Rights and Privacy Act (FERPA). I will not respond to any communication about a student which does not come from an official school email address, and I will not discuss your grades publicly.

Late Work Policy

Late work may be turned in up to 2 calendar days after the deadline. Late work will lose 10% of the available points per day, and will not receive feedback. No late work is accepted after the last class due date.

Technology Problems

Using technology is a basic expectation of students at this level of study. You are responsible for the functionality of any and all personal or third-party devices and software you use. Issues with these are not an excuse for late or missing work. If you encounter a problem with technology owned or operated by the university, [report the problem to information services \(https://web.tusculum.edu](https://web.tusculum.edu)

[/forms/is/isrequests.php](#)). After the issue is resolved, include a copy of your messages with information services along with any requests for alternate deadlines to my email address.

Alternate Deadlines

In some cases an emergency may require you to turn in work after the assigned due date. These situations are handled on a case-by-case basis and, depending on the situation and documentation, this work may be assigned an alternate deadline. Coursework assigned an alternate deadline is graded for full credit, but will not receive feedback.

Alternate deadlines will not be assigned for events that can be planned for – this includes school-sponsored events, such as athletics.

Tusculum Syllabus Policies and Supports:

To access Tusculum Syllabus Policies and Support click [here \(https://web.tusculum.edu/academics/syllabus-related-policies/\)](https://web.tusculum.edu/academics/syllabus-related-policies/) (<https://web.tusculum.edu/academics/syllabus-related-policies/>)