COMM 3330: Persuasion (Summer 1, 2017)
CRN 31904…Section 001 OCRN 116…Monday-Thursday 12:00pm – 1:55pm

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Office: 327 Bay Hall
Credit Hours: 3
Office Phone: (361) 825-2443
Office Hours: Monday, Tuesday, Wednesday, and Thursday 10:00am-12:00pm

TAMUCC Department of Communication and Media Mission Statement
“Our mission is to develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment.”

Course Title and Description
Persuasion is a three credit course that focuses on the art and science of persuasive communication. This course will include instruction on the process of persuasion, various theories, programs of research, and the role that persuasion and social influence play in a variety of contexts that include political campaigns, organizations, classrooms, and every day interaction.

Course Objectives
The course is designed to further develop students’ abilities to find the practicality and usefulness of a communication studies degree. This course is in partial fulfillment of the following Communication and Media Department outcomes. Specifically, students should be able to perform the following by the conclusion of the Summer 1 session:
  • Define persuasion based upon the literature provided.
  • Describe the process of persuasion in a variety of communication contexts.
  • Explain the scholarly and practical significance of persuasive communication.
  • Create a practical persuasion manual that utilizes principles and theories of persuasion.
  • Develop and refine scholarly writing and research skills.

Required Materials

Required Additional Readings
  • Reading material for selected topics from a variety of sources will be placed in the “Required Additional Readings” folder on Blackboard.

Additional Theory Resources
  • Additional helpful resources about theories of Persuasion will be placed in the “Additional Theory Resources” folder on Blackboard.

Attendance
Attendance and participation are required for this course, as they are the strongest predictors of success on assignments, exams, and for actual learning to take place.

Grading Procedure
Grades will be based on the following scale:
100-90% - A  89-80% - B  79-70% - C  69-60% - D  Below 60% - E
Grading
Grades are comprised of various classroom engagement activities, four application papers, a persuasive campaign assignment, and two exams. The total amount of points possible for the course is 525. There will be no opportunity to makeup in-class activities. Assignments turned in late will receive a 10-percent deduction for every day it is late.

Classroom Engagement Activities
On various days students will complete classroom engagement activities that will be used for direct application and discussion of course topics, lecture material, and textbook content. There will be ten classroom engagement activities in this course, each worth 5 points, for a total of 50 points.

Friday (re)Flections
On five Fridays throughout the semester, students will complete a writing assignment that will be submitted on Blackboard. These writing assignments are meant to further develop student writing and serve the dual purpose of integrating class content with practical experience. The papers will be 1-2 pages in length and adhere to the sixth edition of the APA style guide. Each Friday (re)Flection will be worth 10 points for a total of 50 points. Further directions and rubric will be distributed and discussed in class at the appropriate time.

Application Papers
There will be four Application Papers, each worth 25 points, for a total of 100 points. The purpose of Application Papers is to encourage reflection, integration of theory and practice, and problem-solving about events that take place in life. The papers will be 2-4 pages in length, adhere to the sixth edition of the APA style guide, and incorporate the assigned readings. Further directions and rubric for the Application Papers will be distributed and discussed in class at the appropriate time.

Practical Persuasion Manual
A major objective of the course is to apply persuasion theory and research into practice. Therefore, students will be required to select one (1) of the contexts of persuasion discussed in class and create a manual that consists of practical advice, based on relevant theory and research, for people who participate in that context. The assignment will require the creation of content that contains sections devoted to such topics as an explanation of the context, rationale for why persuasion is needed in that context, a self-assessment, and a list of tactics that people can use to succeed in that context. The Practical Persuasion Manual is worth 125 points. Further directions and rubric for the theory in context assignment will be distributed and discussed in class at the appropriate time.

Exams
There will be two exams in this course. Each exam is worth 100 points, for a total of 200 points in the course. Exam content will be based on textbook material and other readings, lecture notes, in-class activities, and any supplemental information provided throughout the course. The exams will likely feature a combination of multiple choice, matching, true-false, and short answer/short essay items.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Grade Appeals
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a score of zero (0) for the assignment.

Student Conduct

1. **Know the syllabus:** Be informed on what is to be read, discussed, and submitted for each class meeting.
2. **Islander Email:** Correspondence from the instructor will take place through the TAMUCC email system. Regularly check your Islander email for updates and information.
3. **Respect:** Be courteous of the professor and fellow students and refrain from talking amongst yourselves during lecture and discussion. This also means that proper professional communication is also required.
4. **Preparation:** Attend class ready to contribute and interact with material presented in class.
5. **Punctuality:** Please make best effort to arrive to the classroom before class begins.
6. **Electronic Devices:** Items such as cell phones, tablets, and lap tops should be put away during class time.
7. **Listening:** It is absolutely essential and expected for students to pay attention to class discussions and lectures because the information is vital toward successfully completing the course.
8. **Effort:** This class will be fun and enlightening, yet challenging. Please put forth your best effort each day in the course.
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<th>Date</th>
<th>Topic</th>
<th>Assignment Due/Reading</th>
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<td>Tue May 30</td>
<td>Syllabus; Introduction to Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 1</td>
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<td>Wed May 31</td>
<td>Historical Foundations of Persuasion</td>
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<td>Thu Jun 01</td>
<td>Methods of Exploring Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 2</td>
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<td>Mon Jun 05</td>
<td>Planning Persuasive Messages</td>
<td>Stiff &amp; Mongeau (2016), Ch. 12</td>
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<td>Tue Jun 06</td>
<td>Planning Persuasive Messages</td>
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<td>Wed Jun 07</td>
<td>Source Factors of Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 6</td>
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<td>Thu Jun 08</td>
<td>Source Factors of Persuasion</td>
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<td>Mon Jun 12</td>
<td>Message Factors of Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 7</td>
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<td>Tue Jun 13</td>
<td>Message Factors of Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 8</td>
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<td>Wed Jun 14</td>
<td>Receiver Factors of Persuasion</td>
<td>Stiff &amp; Mongeau (2016), Ch. 9</td>
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<td>Thu Jun 15</td>
<td>Mid-Term Exam</td>
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<td>Tue Jun 20</td>
<td>Persuasion in Context: Political Communication</td>
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<td>Thu Jun 22</td>
<td>Persuasion in Context: Organizational Communication</td>
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<td>Tue Jun 27</td>
<td>Persuasion in Context: Instructional Communication</td>
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<td>Thu Jun 29</td>
<td>Final Exam</td>
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