

COMM 3400: Persuasion
Fall 2017

Instructor:	Dr. Kaitlin Phillips
Class Meetings:	MFW, 9:30-10:20, Huntsman Hall room 160
Course Website:	usu.instructure.com (Canvas)
Required texts	Gass, R. H., & Seiter, J. S. (2014). <i>Persuasion, social influence, and compliance gaining</i> . Upper Saddle River, NJ: Pearson. <i>Additional required readings are available on our Blackboard website.</i>
Recommended Resources	Purdue OWL APA formatting guide: owl.english.purdue.edu/owl/resource/560/01/

Course Goals:

The primary goal of this course is to provide you with an introduction to theories, principles, and strategies of social influence as they apply to everyday, interpersonal, face-to-face contexts in which influence attempts take place. You should gain familiarity with findings from empirical investigations on persuasion, social influence, and compliance-gaining, and will learn about strategies and techniques of persuasion relating to a wide variety of real-life communication contexts, situations and settings.

Expectations

This course is designed with the expectation that you will come every class period prepared to participate. This means, reading and critically engaging the material both in- and outside of class. I understand that many students prefer to take notes on their computers; however, you must still be respectful of those around you and use any technology you have in a way that is conducive to the learning objectives of the whole class. In other words, not only do I expect you to be physically present in class, but also mentally present. In this course you will be expected to participate in discussions, both in small groups and with the whole class, and complete in class application exercises. Much of what you learn in this class will occur through active participation and application, not just listening.

Course Requirements and Grading

You final grade will be based on the following exams and assignments. The grading breakdown is as follows:

<u>Assignment</u>	<u>Percentage</u>
Exam 1	75 points
Exam 2	75 points
Exam 3	75 points
Defining Persuasion	25 points
(Re)Defining Persuasion	50 points
Blogs (x3)	150 points (50 points each)
Final Project	<u>150 points</u>
TOTAL	600 points

Grades will be based on the following scale:

500-558 = A	557-540 = A-	539-522 = B+		
521-498 = B	497-480 = B-	479-462 = C+	461-438 = C	
437-420 = C-	419-402 = D+	401-378 = D	377-360 = D-	Below 360 = F

Assignment/Exam Description

Exams

Exams will take the full class period to complete. They are designed to test your understanding and application of the concepts presented in the text, class lectures, group presentations, and activities. Exams will typically consist of multiple-choice, fill-in-the-blank, and true-false items.

Class Involvement/Attendance:

In class, you will have the opportunity to practice the skills that you are learning and apply relevant course concepts and readings. The examples and connections you provide in class will help others to process the information in a useful manner.

Involvement includes, but is not limited to, the following:

- Attending class regularly and on time (you are expected to attend all classes for the duration of the class period)
- Being focused and practicing good listening skills
- Participating relevantly and actively in class exercises
- Visiting office hours regularly to talk with me about class concepts, skills, and issues
- Completing homework assigned during class
- Demonstrating your understanding of course concepts as they apply to your in-class communication
- **This is one of your ONLY opportunities for Extra Credit. As long as you attend class, and have NO MORE than THREE unexcused absence and are actively involved in class you will earn 10 points of extra credit in the class.**

REFLECTION BLOGS

To help you reflect upon and synthesize the material in the class, you will post three blogs using the “Discussion board” link (Canvas). You will blog three times over the course of the semester. Each blog will be tailored to a different set of content. Please see each blog for additional information. Each blog should be approximately 2-3 pages in length (typed) and in proper APA format. These 2-page (minimum) written reflections should demonstrate your thoughtful and critical engagement with the readings from the week(s), express your opinions, offer personal insights and examples, raise further questions, and/or describe ways that the concepts challenge or fit into your own views. In other words, you are expected to demonstrate your understanding of the theories and concepts from class in each blog. In order to engage in an online dialogue, you will be expected to respond meaningfully to at least two of your classmates’ reflections. These responses should critically engage each other’s ideas and perspectives while reminding you of yours.

Defining Persuasion

Part of this class is thinking about how we define persuasion. More information to follow on these two assignments.

Final Project-Consultants

For your final project you will get to take what you learned in class, and apply them to a creative project. You will work in a group for this project. Please see canvas for additional information.

Course Policies

Late Papers and Make-up Exams: Late papers are not generally accepted and will only be considered for what I consider to be **emergency** situations. **You must discuss these with me within 24 hours of the due date.** If I choose to accept an overdue paper, it will receive a grade deduction of 10% for each day late (calendar days, including weekends). No late work will be accepted one week after due date. Make-up exams will only be given in the case of an emergency and will be different from the original exam. Make-up exams must be taken within one week of the regularly scheduled exam. **You must contact me within 24 hours of the scheduled exam in order for me to consider a make-up.**

In-Class Etiquette: Your timely presence is required in this course. Tardiness is disruptive to your fellow students and me. Please be sure to turn cell phones off before entering the classroom and avoid talking to your peers during class lecture and discussion. Talking on the phone, reading non-course materials (e.g., the paper, readings for another class), surfing the web, checking Facebook, Instagram, etc., and texting are **unacceptable** behaviors, and you may be asked to leave class if I see you engaging in any of them. These behaviors may also adversely affect your involvement grade. Laptops should only be used for note taking, if at all. If I see that you are using your computer for any other purpose during class I will ask you to stop bringing your laptop to class and to take handwritten notes.

Accommodations: Students with ADA-documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, (435)797-2444 voice, (435)797-0740 TTY, (435)797-2444 VP, or toll free at 1-800-259-2966. Please contact the DRC as early in the semester as possible. Alternate format materials (Braille, large print or digital) are available with advance notice.

Academic Misconduct: The department is committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on exams or purchasing papers or other assignments will receive a failing grade in the course.