

Point Loma Nazarene University  
Department of Communication & Theatre

Communication 330 – Persuasion

**Instructor:** Dr. Kathleen C. Czech  
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**Hours:** MW 1-2pm  
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**Required Texts:**

📖 Larson, C. (2013). *Persuasion: Reception and Responsibility* (13<sup>th</sup> ed.). Belmont, CA: Wadsworth.

📖 Additional In-Class Articles:  
Several scholarly articles will be posted on Canvas which students will be responsible for reading.

📖 Additionally, you should purchase a copy of the APA Publication Manual to ensure that your papers meet APA standards. Following APA is required for ALL written assignments in this class. If you have questions about APA, please consult this guide.



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**“A life based on reason will always require to be balanced by an occasional bout of violent and irrational emotions, for the instinctual tribes must be satisfied.”**

**-Cyril Connolly**

**Course Description:** This course will focus on the social scientific study of the theory and practice of persuasion. Topics will include persuasion tactics, audience analysis and research, ethics, and modern advertising objectives.

Students in this course will be given opportunities to work toward the following learning objectives:

1. To become familiar with selected social science research in persuasion.
2. To obtain a working knowledge of persuasion in multiple settings.
3. To develop skill in analyzing a target audience.
4. To become more aware and critical of the persuasive messages directed towards you.
5. To be able to apply predominant persuasion theories to real world situations.

### **Explanation of Class Assignments:**

-  **Theory Papers:** (200 pts): There will be four short theory papers throughout the semester. These papers will focus on a specific theory and be applied to a current situation. Each paper will be 3-4 pages in length and follow APA guidelines and include relevant research on the theory.
-  **Advertisement Analysis** (75 pts): You will select a single advertisement (either TV or print ad) for analysis. Using theory presented in the lecture and text, explain what the advertisement is attempting to do and how the ad “works”. This is a two part assignment that will result in a 2-3 page outline that will look at the advertisement itself, give a brief synopsis of the model, apply the advertisement to the model, and evaluate the effectiveness and implications of this ad. You will then be asked to make a 5-6 minute presentation of what you found to the class. The presentation should focus on your findings and implications of those findings.
-  **Mid-Term and Final Exams** (240 pts): The mid-term and final will cover all material in the text and includes any material that I have lectured on or handed out in class. You are responsible for material in the book even if I have not lectured on it. Keeping up with the readings will be key to preparing for the mid-term and final. Save all handouts as these may come in use for reviewing for exams. Each exam is worth 120 points. The final exam will be cumulative.
-  **Quizzes** At the discretion of the instructor unannounced quizzes may be given over assigned readings.

### **Assignments:**

All assignments must be typed. Hand written work will not be accepted. Please note that APA standards will be expected on all papers. In addition

one inch margins with 12 point, New Times Roman font are expected. There should be no grammatical errors or misspelled words in your assignments. Always proofread your assignments and have someone else proof them too. Assignments are due at the beginning of the class period.

The real world operates under the assumption that when a deadline is established, it must be met. People fail to meet deadlines, lose their jobs, and companies that don't meet deadlines lose money and go bankrupt. You are expected to have your assignments in ON TIME. Please turn your work in on time.

**Grading:**

<b>Assignment</b>	<b>Points Possible</b>	<b>Your Score</b>
Theory Paper 1	50 Pts	
Theory Paper 2	50 Pts.	
Theory Paper 3	50 Pts.	
Theory Paper 4	50 Pts.	
Ad Analysis	75 Pts.	
Mid-Term	120 Pts.	
Final	120 Pts.	
<b>Total Points</b>	<b>515</b>	

**Grading Scale:**

<b>Grade</b>	<b>Percent</b>	<b>Points</b>	<b>Grade</b>	<b>Percent</b>	<b>Points</b>
A	93-100	477 - 515	C	73-76	374 - 393
A-	90-92	461 - 476	C-	70-72	358 - 373
B+	87-89	446 - 460	D+	67-69	343 - 357
B	83-86	425 - 445	D	63-66	322 - 342
B-	80-82	410 - 424	D-	60-62	307 - 321
C+	77-79	394 - 409	F	0-59	0 - 306

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**g Standards:**

"A's" .....are awarded for work that is highly exceptional and goes beyond all minimal requirements.

"B's" .....are awarded for work that is above average and goes beyond minimal requirements.

"C's" .....are awarded for work that meets basic standards and requirements.

"D's" .....are awarded for below average work that usually lacks minimal requirements.

"F's" .....are awarded for work that clearly does not meet minimal standards, or is not completed.

### **Grade Concerns:**

If you feel that you were unjustly evaluated on any assignment, please talk with me within 2 weeks after the assignment has been returned. An appeal is welcome by scheduling an appointment or coming to my office hours. **DO NOT** approach me immediately after a class! Please come with a well reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment or stop by my office. I want to help you learn and succeed in this course.

### **Attendance Policy:**

This course is a course in communication and persuasion. In order to do both you must be present in class regularly. Therefore, attendance will be taken. Each student is allowed 2 excused or unexcused absences. The only absences excused after that will be university approved absences. This means not feel good, or taking a friend to the airport, does not count as excused absences. Upon the 3<sup>rd</sup> absence the **FINAL grade** will be drop a half step (if you have a B it will drop to a B-). For every subsequent absence the FINAL grade will continue to drop a half step each time. Furthermore, it should be noted that attendance means attending to the class. Students who choose to sleep through class, engage in disruptive conversation, or excessive texting will be counted absent for that day.

In the tragic event that you do miss class please get notes from someone in the class. **Do NOT ask me for notes.** You will be expected to get notes, handouts, and assignments from someone in class. Please do not ask me for my lecture

notes!! You are responsible for missed material and should try to make a friend or two in this class that you can count on. In addition I do not post lecture material or power point presentations on canvas.

### **Make-up's:**

All assignments are due on the date specified in the syllabus I am not responsible for turning in your assignments on time – YOU ARE! Please be responsible and figure out how you will get the assignment done and turned into me. In the event of an unexpected and unavoidable scheduling conflict, it is your responsibility to make prior arrangements (well in advance) with me to resolve problem. Excuses after the assignment dates are unacceptable with the exception of extreme circumstances.

### **Classroom Demeanor:**

While I enjoy a relaxed classroom atmosphere, with lots of discussion and jokes, disrespect will not be tolerated. Please respect both your peers and instructor!! This simply means that you need to pay attention and participate in class. Challenging ideas in class is welcome, but personal attacks are not! While the course will encounter lots of opinions and views, it is everyone's responsibility to keep an open mind, and avoid character attacks, stereotypes, and racist or sexist language.

### **Technology**

The use of electronic devices during class is NOT permitted. This includes cell phones, i-pods, and laptops! This means you should bring something else to take notes on! Students are not permitted to listen to music while taking a test or to use their cell phones during tests. Continued use of technological devices during class will result in confiscation of the device by the instructor.

**Presentations:** Presentations can be a nervous experience for some. Please NEVER walk in on a presentation under any circumstances. Do not leave either, but simply wait until you hear applause and then enter the classroom quietly and quickly. Furthermore, when presentations are occurring this is not the time to talk with your neighbor, read the paper, or rearrange your backpack.

### **Appearance:**

Your physical appearance on presentation days is important. You should be neatly groomed and dressed in a way that suggests you expect to be taken seriously. **At a minimum** this means a dress shirt and dress slacks for men, and dress skirt or dress slacks and blouse for women. Please do not wear hats, tennis shoes, shorts, jeans, or chew gum during your presentations. Physical appearance has been shown to affect the credibility of public speakers and as a result will also affect yours in this class!



## Daily Syllabus

Date	Class Discussion	Readings
R Sept. 4	Defining Persuasion	Chp. 1
T Sept. 9	Models of Persuasion	
R Sept. 11	Traditional Approaches	Chp. 3
T Sept. 16	Social Scientific Approaches	Chp. 4
R Sept. 18	Social Scientific Approaches	
T Sept. 23	Social Scientific Approaches	
R Sept. 25	Language & Symbols <i>Theory Paper 1 Due!!</i>	Chp. 5 & 6

## Daily Syllabus

<b>Date</b>	<b>Class Discussion</b>	<b>Readings</b>
T Sept. 30	Language & Symbols	
R Oct. 2	Logical Arguments	Chp. 8
T Oct. 7	Logical Arguments	
R Oct. 9	Motivational Appeals	Chp. 7
T Oct. 14	Motivational Appeals <i>Theory Paper 2 Due!!</i>	
R Oct. 16	<b>Mid-Term</b>	
T Oct. 21	Advertising	Chp. 14
R Oct. 23	Advertising	
T Oct. 28	Advertising	
R Oct. 30	Media & Persuasion <i>Theory Paper 3 Due!!</i>	Chp. 13
T Nov. 4	Propaganda	
R Nov. 6	Mind Control & Cults	
T Nov. 11	<b>Advertising Analysis Presentations</b>	
R Nov. 13	<b>Advertising Analysis Presentations</b>	
T Nov. 18	<b>Advertising Analysis Presentations</b>	
R Nov. 20	<b>Advertising Analysis Presentations</b>	
T Nov. 25	Cults	
R Nov. 27	<b>No Class – Happy Thanksgiving</b>	
T Dec. 2	Campaigns	Chp. 10

**Daily Syllabus**

Date	Class Discussion	Readings
R Dec. 4	PR & Corporate Persuasion	
T Dec. 9	Ethics & Persuasion	Chp. 2
R Dec. 11	Review for Final <i>Theory Paper 4 Due!!</i>	

**Final Exam**  
**Tuesday, December 16, 2014**  
**10:30 – 1:00pm**



"Wail! Wail! Listen to me! ... We don't HAVE to  
 be just sheep!"