



Communication Studies Department

**COM 3030-1 Persuasion**

3 Units

*Fall 2025*

**Meeting days/times:** Tuesday/Thursday 8:00-9:15 am

**Meeting location:** Cabrillo 202

**Final Exam:** (Thursday 12/18, 7:30 – 10:00 am)

INFORMATION	SPECIFICS FOR THE COURSE
<b>Instructor title and name:</b>	Dr. Johnny Capra
<b>Phone:</b>	619-849-2724
<b>Email:</b>	<a href="mailto:jcapra@pointloma.edu">jcapra@pointloma.edu</a>
<b>Office location and hours:</b>	Cabrillo Hall #207, Office Hours: M/W 1:00-2:45 pm and T/TH 9:15am-10:45am

**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Course Description**

This course studies the social scientific theory and practice of persuasion. Persuasion is situated within the broader notion of influence. Topics include persuasion tactics, audience analysis and research, and modern advertising practices. In this course students will be exposed to the concept of persuasion including how and why it functions. Using contemporary examples students will learn to understand and apply interdisciplinary persuasion theories in order to recognize, analyze, and evaluate persuasive messages across a variety of different communicative contexts.

**Course Learning Outcomes**

Upon successful completion of the course, students should have a knowledge of the following course learning outcomes. Specifically, each student should be able to:

1. Accurately identify and explain the concept of persuasion across a variety of different communicative contexts
2. Describe the differences between persuasion and propaganda
3. Distinguish between persuasion and compliance gaining and identify different compliance-gaining strategies
4. Describe basic communication models and recognize and describe different theories of persuasion from a variety of disciplines.
5. Apply theoretical concepts to interpersonal, political, social, and cultural examples of influence.
6. Analyze persuasive messages and deconstruct “how they work” persuasively.

### **Course Credit Hour Information**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

### **COURSE FORMAT AND POLICIES**

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#### **Required Text:**

Persuasion: Integrating Theory, Author: Frymier, Publisher: Kendall Hunt Publishing Company, Edition: 5th, Year Published: 2021.

*This course is part of our course material delivery program, **LomaBooks**. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.*

*You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.*

*For more information about **LomaBooks**, please go: [HERE](#)*

#### **Communication**

All communication for this course will take place via Canvas where you will receive reminders and updates related to the course regularly. Your instructor will utilize the Canvas page to communicate with the class as well as post the syllabus, reading materials, assignment descriptions, rubrics, grades, and any other information related to the course. Throughout the term it is essential that you actively check your canvas email and the course canvas page in order to succeed in this course.

**Email:** [jcapra@pointloma.edu](mailto:jcapra@pointloma.edu)

I check my email frequently and try my best to respond to emails within 24 hours during the workweek (Monday- Friday). If you have not received a response from me within 48 hours, then please send me a follow up email.

### **PLNU Attendance and Participation Policy**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

### **COM 3030 Attendance**

Students are allowed two (2) absences during the course of the semester without penalty excluding university approved absences or Covid-related absences. Each absence over these three will result in a 15-point deduction from your final grade. Please notify me at least one week prior to excused absences. You are responsible for communicating with your instructor in order to make up missed work within one calendar week of the excused absence.

### **Late Policy**

In order to benefit from each class session and avoid interrupting the learning experience of their fellow classmates, it is important that students attend the entire class period. Tardiness exceeding 5 minutes at any point during the class period is taken note of. If a student demonstrates habitual tardiness points will be taken from their final grade.

**Reading Policy:** This course requires that all assigned readings are completed prior to arriving in class on the day they are due. In-class time will be used to build on the concepts covered in the readings, not to review it. Come to class prepared to any ask questions you have about the readings, and to thoughtfully analyze and apply the topics covered in the text.

**Professionalism:** Please be respectful of your peers and instructor at all times by adhering to the guidelines provided below.

- Use your best communication skills. Actively engage in class discussions and be professional, positive, and supportive of others.
- Be respectful to your classmates and instructor.
- Use technology strictly for notetaking and course-related reasons.
- Put laptops away during in-person student presentations.
- Ensure appropriate grammar, spelling, and punctuation for all completed work.

## **Final Examination Policy**

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

## **Incompletes and Late Assignments**

Late assignments are not accepted in this course and should instead be submitted via Canvas on or before their assigned due date. If you are unable to attend class on the day an assignment is due for university excused reasons, communicate with your instructor and an alternative will be made available to you. Incompletes will only be assigned in extremely unusual circumstances.

## **Spiritual Care**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If you have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

## **State Authorization**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow distance education outside California.

## **PLNU Copyright Policy**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

## **PLNU Recording Notification**

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

## **PLNU Academic Honesty Policy**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

## **Artificial Intelligence (AI) Policy**

The use of Artificial Intelligence (AI) tools (e.g., ChatGPT, iA Writer, Marmot, Botowski, GrammarlyGo, Perplexity, etc.) is prohibited in this course for any aspect of your work, including idea generation, drafting, editing, or final submissions. This course is designed to assess your independent critical thinking, writing, and research skills without the assistance of AI technologies. Violations of this policy will be treated as breaches of academic integrity.

## **PLNU Academic Accommodations Policy**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

## **Language and Belonging**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at [www.pointloma.edu/nondiscrimination](http://www.pointloma.edu/nondiscrimination).

## **Sexual Misconduct and Discrimination**

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

## Loma Writing Center

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- [Appointment Calendar](#)
- [Website](#)
- Email: [writingcenter@pointloma.edu](mailto:writingcenter@pointloma.edu)

## Assignments and Grading

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### Graded Course Contributions:

**Persuasion Highlights:** This is an ongoing, progressive project that will involve collecting persuasive messages and applying rhetorical criticism and analysis. Complete instructions will be discussed in class. **120 points possible.**

**Persuasion Highlight Presentation:** At the end of the semester, students will showcase a selective sampling of their persuasion highlight collection in a 7-to-10-minute oral presentation. **50 points possible.**

**Essays:** Students will complete 2 open-book essays during the semester; full details will be given in class. **100 points possible** (50 pts. each).

**Exams:** There will be 2 scheduled quizzes during the semester, consisting of multiple choice, true/false, and short-answer questions. **100 points possible** (50 pts. each).

**Final Project:** Using what they have learned throughout the year students will be tasked with designing a persuasive message (50 points), as well as writing a rationale for the design of said message (50 points). More details will be provided in class. **100 points possible.**

**Participation:** During the course of our class, we will have a variety of homework assignments, and synchronous and asynchronous activities for which you will receive points. **30 points possible.**

Persuasion Highlights	120 points
Presentation	50 points
Essays x2 (@50pts)	100 points
Exams x2 (@50pts.)	100 points
Final Project	100 points
Participation	30 points
<b>Total: 500 points</b>	

**Grading Scale:** Grades are calculated by dividing the number of points you earn by the total points available (500). The grading scale is as follows:

A	93-100%	C	73-76%	D-	60-62%
A-	90-92%	C+	77-79%	F	59% and below
B+	87-89%	C-	70-72%		
B	83-86%	D+	67-69%		
B-	80-82%	D	63-66%		

## COURSE OUTLINE

Below you will find a detailed course outline. Please keep in mind that this is a living document that may change at any time. It is your responsibility to actively and regularly check the course canvas page, as well as your canvas email to stay up to date on any changes made to this outline.

Week	Date	Topic/Activity	Reading / Assignment / Materials Due
1	9/2	Intro / Syllabus	
	9/4	The Concept of Persuasion	<i>Ch. 1</i>
2	9/9	Attitudes and Beliefs	<i>Ch.2</i>
	9/11		<b>Persuasion Highlight #1 “One persuasive message and why it caught my attention”</b>
3	9/16	The Relationship between attitudes and behaviors/Introduce Essay #1	<i>Ch. 3</i>
	9/18	Continued, Related article activity	<b>Persuasion Highlight #2</b>
4	9/23	Sources Factors	<i>Ch.4</i>
	9/25		<b>Essay #1 &amp; Persuasion Highlight #3</b>
5	9/30	Message Factors	<i>Ch.5</i>
	10/2		<b>Persuasion Highlight #4</b>
6	10/7	Receiver and Channel Factors	<i>Ch.6</i>
	10/9	<b>Midterm (Chp 1-6)</b>	<b>Persuasion Highlight #5</b>
7	10/14	The Role of Theory in Persuasion	<i>Ch. 7</i>

	10/16		<b>Persuasion Highlight #6</b>
<b>8</b>	10/21	Social Judgment Theory	<i>Ch. 8</i>
	10/23	No Class-Fall Break!	<b>Persuasion Highlight #7</b>
<b>9</b>	10/28	Consistency and Cognitive Dissonance Theory	<i>Ch. 9</i>
	10/30		<b>Persuasion Highlight #8</b>
<b>10</b>	11/4	A Reasoned Action Approach	<i>Ch. 10</i>
	11/6		<b>Persuasion Highlight #9</b>
<b>11</b>	11/11	Elaboration Likelihood Model	<i>Ch. 11</i>
	11/13		<b>Persuasion Highlight #10 due and Essay #2</b>
<b>12</b>	11/18	Compliance Strategies	<i>Ch. 12</i>
	11/20	Introduce Final Project	<b>Persuasion Highlight #11</b>
<b>13</b>	11/25	Truth and Deception	<i>Ch. 13</i>
	11/27	No Class-Thanksgiving!	
<b>14</b>	12/2	Ethics	<i>Ch. 14</i>
	12/4	<b>Final Exam Review</b>	<b>Persuasion Highlight #12</b>
<b>15</b>	12/9	Persuasion Highlight Presentations	
	12/11	Persuasion Highlight Presentations	
<b>16</b>		<b>Final Exam (Chp 7-14)</b>	<b>Thursday 12/18 7:30-10:00 am Final Project</b>