



Spring 2016 / Com 330: Persuasion / Section 1 / 3 credit hours
Tuesdays and Thursdays / 8-9:15 AM / Main Campus: Cabrillo 202 / Instructor: Josh Cangelosi /
Office hours by appointment

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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Instructor Pedagogy

In the spirit of the *studia humanitatis*, Josh values education's guidance of intellect toward wisdom, will toward virtue, speech and writing toward eloquence, and spirit toward God.

Course Description

Study of 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.

Course Learning Outcomes

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

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

Course Text

Larson, C. (2013). *Persuasion: Reception and Responsibility* (13th ed.). Belmont, CA: Wadsworth.

Methods of Course Evaluation

- **Participation—10%**
Your in-class participation is vital to your success in this course. Participation includes your attitude and behavior, contributions to classroom discussions and activities, completion of reading and homework assignments, excitement for the material, and respect for your teacher and peers. So bring a positive, engaged attitude to class, and seize this opportunity to develop your voice, confidence, and ideas!
- **Quizzes—10%**
Expect quizzes at the start of each class on assigned readings (see course calendar below).

- **Six Written and Verbal Summaries (no more than 4 in either of the below categories)—10%**

1. **Persuasion Theory Summaries:**

Read the primary source of a scholarly persuasion theory, summarize that theory in 1-2 double-spaced pages, and explain the theory for the class—all in the attempt to better understand persuasion theory as it is discussed in the scholarly literature. Be sure to cite your sources in APA format (see APA style guide on Canvas). These summaries are awarded credit upon completion. For you to earn credit, however, the persuasion theories summarized must be taken from scholarly communication journals, and your written/in-class summary must demonstrate effective writing and substantive understanding of the theory. Written summaries with multiple compositional problems will not receive credit. Summaries can be submitted only on the days assigned for summary submissions, and only one summary can be submitted per assigned summary submission day (see calendar).

2. **Persuasion Criticism Summaries:**

Find a scholarly essay that analyzes the sort of artifact being discussed in class in terms of the artifact's use of persuasion, summarize the essay in 1-2 double-spaced pages, and explain the essay for the class—all in the attempt to better understand how persuasion theory is used in the scholarly literature to analyze real-world artifacts. Be sure to cite your sources in APA format (see APA style guide on Canvas). Summaries are awarded credit upon completion. For you to earn credit, 1) the artifact being analyzed in the essay you are summarizing must be the sort of artifact being discussed in the current section of the course (e.g., graffiti art in the 'Persuasion in Art' section), and 2) the essay must analyze that artifact in terms of its use of persuasion. (Tip: search for Neo-Aristotelian rhetorical criticism of the sort of artifact being examined: e.g. Neo-Aristotelian criticism of film, protest, art, politics, etc., depending on what section of the course we are in). To earn credit, written/in-class summaries must demonstrate effective writing and substantive comprehension of the essays being summarized. Written summaries with multiple compositional problems will not receive credit. Summaries can be submitted only on the days assigned for summary submissions, and only one summary can be submitted per assigned summary submission day (see calendar).

- **Six Mini Speeches—40%**

You are responsible for delivering a 7-10 minute speech for six of the eight course sections. Apologetics speeches for the 'Persuasion in Religion' section are mandatory for all students. Besides the apologetics speech and the option to perform a speech to entertain or comedy sketch in the 'Persuasion in Comedy' section, these mini speeches must be communication analyses (CAs) that follow the required CA structure (see 'Files' on Canvas). In essence, you will be analyzing specific, significant communication artifacts that exemplify the spheres of persuasion being studied in the course sections in terms of those artifacts' use of persuasion. For instance, in the 'Persuasion in Protest' section, you might analyze the Black Lives Matters website with respect to whether it uses ethos, logos, and pathos to achieve its activist goals. You will begin by performing such Neo-Aristotelian analyses of artifacts by examining whether artifacts' use of one or more of Aristotle's canons successfully contributes to the artifacts' persuasive objectives. As the course progresses, however, you will be expected in your CAs to analyze artifacts through the lens of other persuasion theories that you learn in class or in your persuasion theory summaries.

CAs should be delivered extemporaneously using an outline only. Visual aids are not required, but if you use classroom technology to present the artifact for your CA, you must set up prior to

class, and the presentation of artifacts should take no longer than one minute of your speech. Mini speeches are graded using the speech rubric (see “Files” on Canvas).

- **Persuasive Speech—15%**
You must complete a well-researched persuasive/after-dinner speech (between 8-10 minutes in length), to be delivered from an outline. You will submit written work at each stage of the research process (see ‘Research Steps’ below). Dress is business professional. Visual aids are not allowed. Persuasive speeches are assigned letter grades based on the speech rubric (see ‘Files’ on Canvas).
- **Research Steps for Persuasive Speech—5%**
During the research process for your persuasive speech, you must complete a speech proposal, APA works cited page, and APA outline (as scheduled in the course calendar below). See the APA style guide on Canvas. Submissions of research materials are graded pass/fail based on whether they demonstrate adequate formatting and content.
- **Final Exam—10%**
The final exam is comprehensive and will cover the chapter readings and lectures. No accommodations for early examinations or alternative days are allowed per university policy.

Grading Scale

4.0	A	(100-93%)	2.0	C	(73-76%)
3.7	A-	(90-92%)	1.7	C-	(70-72%)
3.3	B+	(87-89%)	1.3	D+	(67-69%)
3.0	B	(83-86%)	1.0	D	(63-66%)
2.7	B-	(80-82%)	0.7	D-	(60-62%)
2.3	C+	(77-79%)	0.0	F	(59-0 %)

Classroom Policies

- **Behavioral Guidelines**
Failure to comply with the following behavioral guidelines will result in the reduction of the student’s participation grade:
 1. Use electrical devices only as classroom tools at appropriate times.
 2. Refrain from side conversations while your peers or professor is speaking.
 3. Remain sociable, attentive, and respectful to your peers and professor at all times.
 4. Bring your books, and actively participate in class discussions and activities.
 5. Do your best to use the restroom before class.
- **Attendance**
Regular and punctual attendance at all classes is essential to optimal academic achievement. You are allowed 3 unexcused absences without penalty. Each additional absence will result in the reduction of your final grade by 1/3 letter. If you are not present at the start of class, you will be considered tardy. Two tardies (arriving late or leaving early) will be equivalent to an absence. Excused absences (university-sponsored sports, forensics, or other activities) need to be brought to my attention via email before the day(s) you will be absent. If you are absent from more than 10 percent of class meetings I can file a written report, which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for your work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.

- **Late Work**

Missed quizzes and in-class activities cannot be made up by students. Missing class on an assigned speech day without valid notice will result in a zero for that assignment. Homework and other assignments will be accepted late for a reduced grade only if the student gets permission for late submissions *before* the assignment is due. Homework and other assignments will not be accepted for any credit if turned in late without prior permission for a late extension. So ask for an extension before the assignment is due!

- **Extra Credit**

I enjoy giving students the opportunity to benefit from extra credit, and taking advantage of extra credit can work miracles for any grade. At the end of the semester, extra-credit points are applied to your final grade. While the exact value of extra credit is determined at that time by the amount of extra credit submitted in the class, typically about twenty points of extra credit raise final letter grades by 1/3 of a letter. Forty points is the maximum amount of extra credit you can earn. The deadline for extra credit (to be announced) will come before the close of the semester, so don't wait until the last minute to complete extra credit. Three marks for bad behavior will result in the loss of all extra-credit opportunities, including points for extra credit already earned.

- At the start of class, lead everyone in a short devotional, prayer, or worship song.
- Show and Tell: share one of your talents with the class—a song, poem, painting, etc. Please set up prior to class.
- Submit a journal response that reflects upon your class speech or another student's speech.
- Attend the Communication Lab for one of your speeches.
- Perform a five-minute impromptu speech after class. Double the extra credit if you perform the speech for the class.
- Share a short inspirational/apologetics video with the class.
- Write a one-page journal response about something related to the class (about movies, articles, personal experiences, etc.).
- Maintain perfect attendance for ten extra-credit points.
- Compete in collegiate debate tournaments, or judge high school debate tournaments.
- Feel free to suggest another appropriate way of earning extra credit.

- **Questions**

Every question is important. So please do not hesitate to ask questions in or out of class. There is no stupid question! So if you don't understand the class material or assignments, ask in class! However, if you have questions or concerns about classroom policies, your grades, personal matters, etc., please do not use class time to bring up those important issues. I am available before/after class, by appointment, by e-mail, or by phone to answer all your questions or tutor you on any relevant subject for which you need extra assistance. I am here to help you, and I really enjoy helping students individually! So, please, don't hesitate to ask me for help!

- **Academic Honesty**

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. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information. Remember, You are responsible for *all forms* of plagiarism found in your writing or speech, however unintentional or seemingly

insignificant. In the context of this course, plagiarism usually results from the failure in speeches to verbally cite the sources of specific information. If you're even slightly unsure whether you should cite something or about how to do so, you are responsible for asking me for help!

- **Credit Hour**

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. Specific details about how the class meets the credit hour requirement can be provided upon request.

- **Academic Accommodations**

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See [Disability Resource Center](#) for additional information.

- **FERPA Policy**

In compliance with federal law, neither the PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the 'Information Release' section of the student portal. See Policy Statements in the undergrad academic catalog.

Course Schedule

Schedule is subject to change.

January

Week One

12 **Monday Schedule (No Class)**

14 **#1 Persuasion in Film**

Week Two

19

Due Today: Chapter One: Persuasion in Today's Changing World

21

Due Today: Summaries/Speeches

Week Three

26 **#2 Persuasion in Protest**

Due Today: Chapter Two: Perspectives on Ethics in Persuasion

28

Due Today: Chapter Three: Traditional, Artistic, and Humanistic Approaches to Persuasion

February

Week Four:

2
Due Today: Summaries/Speeches

4 **#3 Persuasion in Comedy**
Due Today: Chapter Four: Social Scientific Approaches to Persuasion

Week Five:

9
Due Today: Chapter Five: The Making, Use, and Misuse of Symbols

11
Due Today: Summaries/Speeches: Option to Perform Speech to Entertain or Comedy Sketch

Week Six

16 **#4 Persuasion in Religion**
Due Today: Chapter Eight: Content of Logical Premises in Persuasion

18
Due Today: Chapter Seven: Psychological or Process Premises

Week Seven

23
Due Today: Summaries/Speeches: All Students Perform Apologetics Speeches

25 **#5 Persuasion in Politics**
Due Today: Chapter Eleven: The Persuasion Campaign or Movement

March

Week Eight

1
Due Today: Chapter Nine: Cultural Premises in Persuasion
Persuasive Speech Proposal (see 'Files' on Canvas)

3
Due Today: Summaries/Speeches

Week Nine

8 **Spring Break (No Class)**
10 **Spring Break (No Class)**

Week Ten

15 **#6 Persuasion in Art**
Due Today: Chapter Ten: Nonverbal Messages in Persuasion

17
Due Today: Chapter Six: Tools for Analyzing Language and Other Persuasive Symbols
APA Works Cited of 10 Scholarly Sources for Persuasive Speech

Week Eleven

22
Due Today: Summaries/Speeches

24 **Easter Recess (No Class)**

Week Twelve

29 **#7 Persuasion in Media**
Due Today: Chapter Thirteen: Modern Media and Persuasion
APA Outlines for Persuasive Speech

31
Due Today: Chapter Fourteen: The Use of Persuasive Premises in Advertising

April

Week Thirteen

5
Due Today: Summaries/Speeches

7 **#8 Persuasion in Music**
Due Today: Chapter Twelve: Becoming a Persuader
Revised APA Outlines for Persuasive Speech

Week Fourteen

12
Due Today: No reading

14
Due Today: Summaries/Speeches

Week Fifteen

19
Due Today: Have Access to Your Final Outline in Class for Practice

21
Due Today: **Persuasive Speeches Begin**

Week Sixteen

26
Due Today: **Persuasive Speeches Continue**

28
Due Today: **Persuasive Speeches Continue**

Final Exam Time: Thursday, April 7th from 7:30-10:00 AM