

 POINT LOMA NAZARENE UNIVERSITY	Department of Communication Studies COM 3030 Persuasion 3 Units
Spring 2021	

Meeting days: Tuesdays on Zoom Thursdays asynchronous on Canvas	Instructor: Dr. Lisa Raser
Meeting times: Tuesdays 8:15-9:15 am	Email: lraser@pointloma.edu
Meeting location: Zoom/Canvas	Zoom Office hours: Go here to sign up.
	Final Exam: Tuesday June 8th, 7:30 am - 10 am

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

Catalog 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.

and more: In this course, we will be learning *how* and *why* persuasion functions. We will also learn about some of the techniques of propaganda and how propaganda differs from persuasion. Through examples, analysis, and application, our goals will be to: (1) become more effective persuaders and (2) to learn how to resist unethical influence attempts of others.

COURSE LEARNING OUTCOMES

By the end of the course, you will be able to:

- explain and apply persuasion theories, processes, and practices
- identify the differences between persuasion and propaganda
- differentiate between different propaganda techniques and interpret them through an original poster project
- discuss the ethical implications of persuasion and propaganda
- distinguish between persuasion and compliance gaining and identify compliance-gaining strategies
- analyze an advertisement and deconstruct “how it works” persuasively

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Gass, R. H., & Seiter, J. S. (2014). *Persuasion, Social Influence, and Compliance Gaining* (5th Ed.). New York, NY: Routledge.

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 ASSIGNMENTS

Exams: There are two exams in this course. Each exam contains mostly of short-essay questions with the possibility of a few multiple choice questions. Exams will include material from the book and class lecture/discussion/activities. You will be asked to submit 1-page of handwritten notes with each of your exams (think of these notes like a study notecard that you might bring to an exam, except a bit larger.) Your page of notes will include important concepts/ideas that you have gathered from your lecture notes and textbook reading.

Original Propaganda Poster: You will create an original propaganda poster using online design tools and the different propaganda techniques that we will learn about in class. Utilizing forthcoming prompts as a guide, you will choose a person, product or cause to advocate for or against in your poster. You will write a paper to accompany your poster, demonstrating your knowledge and application of your chosen propaganda techniques.

Ad Analysis Paper: You will select and analyze one advertisement (either a static image such as a billboard, magazine page, digital ad or a video) in order to uncover “how it works” persuasively. In a 6-8 page paper, you will identify and evaluate the advertisement’s use of persuasive strategies and explain what the advertisement is attempting to accomplish. Your textbook will be a very important resource to you in the successful completion of this project, so it is imperative that you keep up with your reading assignments.

Quizzes, Discussion Posts, Collaborations, etc: Throughout the semester there will be short quizzes, discussion posts and other assignments (individual and collaborative with peers) that will be due each week. The point values for these assignments may vary, but will be clearly designated on the assignment.

ASSESSMENT AND GRADING

COURSE REQUIREMENTS	Number of Points AVAILABLE
Exams	140
Original Propaganda Poster	75
Ad Analysis Paper	100
Discussions, Quizzes, Collaborations, Participation	300
TOTAL	615

NOTE: There may be adjustments made to the point values/totals listed above. Each assignment will be clearly marked with the point value when assigned on Canvas.

Student grades and feedback will be posted in the Canvas grade book after each assignment has been graded. It is important to read the comments posted in the grade book as these comments are intended to help you improve your work. Final grades will be posted by Sunday, June 20th.

Rounding: Typically, grades follow the scale below and are not rounded up. Rounding of grades is only done in rare circumstances when the percentage point after the decimal is extremely close to the next grade and the student has demonstrated exemplary participation and effort in the course. Any possible changes are made by instructor discretion; please do not request that your grade be rounded up.

Standard Grade Scale Based on Percentages				
A	B	C	D	F
A 93-100	B+ 87-89.9	C+ 77-79.9	D+ 67-69.9	F Less than 59
A- 90-92.9	B 83-86.9	C 73-76.9	D 63-66.9	

Standard Grade Scale Based on Percentages				
A	B	C	D	F
	B- 80-82.9	C- 70-72.9	D- 60-62.9	

COURSE POLICIES

SUPPORT

I am committed to helping every student attain their best possible education.

I AM HERE TO HELP! Please do not hesitate to ask questions, or schedule a Zoom office hours appointment. I am also happy to provide support and feedback on assignments before they are turned in or presented. If you have any particular needs or concerns that it would be helpful for me to be aware of, please do let me know.

ZOOM PARTICIPATION:

Since this course focuses on learning about *communication* within the context of community, your regular attendance and participation are required for you to be successful. It is important that you participate both verbally and nonverbally in class discussions on Zoom as you would in a classroom setting (ie: using eye contact to demonstrate active listening.) **In order to demonstrate both your verbal and nonverbal participation, please plan to have your video on for Zoom classes.** If you have a concern about having your video on (for example: an illness or a particular distraction in your learning space) please let me know via email or via private message on Zoom.

There are eight (8) points available for each Zoom class, four (4) for attendance and four (4) for participation. In order to receive the full points for a Zoom class, please demonstrate your engagement in the course by having your video on and participating in the discussion (large group discussion, break out rooms, using the chat box, etc.) If you are logged on to our Zoom class but we cannot see your live face or hear your voice, you will not receive participation points for that class period.

Please arrive to our Zoom classes on time. If you are late to a Zoom class or leave early without notice, you will receive a reduction of your participation points for that class period. Missing more than 20 minutes of any part of the Zoom Class (in the beginning, middle or end) will count as an absence.

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 online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in according to the due dates set on Canvas. In general, no late or makeup written assignments/presentations will be allowed. Please communicate with me in advance of an assignment due date if you are concerned that an illness or other personal hardship may prevent you from turning in an assignment on time.

Incompletes for the course will only be assigned in extremely unusual circumstances.

EMAIL

I will frequently use Canvas Announcements or email to communicate with you and I do my best to respond to your emails as promptly as possible. I will respond to emails Monday-Friday from 9:00 am – 4:00 pm. If you send me an email over the weekend, I will respond on the following school day.

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 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. 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.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures

for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day.

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 students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers compatible with their computer

available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.