

	Department of Communication Studies
	COM 3030 Persuasion 3 Units
Spring 2022	

Meeting days: Tues/Thurs	Professor: Dr. Lisa Raser
Meeting times: 8:00 - 9:15 am	Phone: 619-849-2585
Meeting location: Cabrillo Hall 202	Email: lraser@pointloma.edu
Final Exam: Thurs May 5 th , 7:30 am	Office location: Cabrillo Hall 201
Office Hours: M: 12:30-1:30 pm & Tues/Thurs: 11:00 am – 12 noon (also by apt.)	

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.

REQUIRED MATERIALS & RESOURCES

Gass, R. H., & Seiter, J. S. (2014). *Persuasion, Social Influence, and Compliance Gaining* (5th ed.). Routledge.

A copy of the course text is available for short-term check-out at the Ryan Library.

→ Please read and save this syllabus. If you remain in the course after the first day of class, then you are stipulating that you will abide by the university and course policies described within this syllabus.

COURSE DESCRIPTION

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

COURSE FORMAT AND 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 ask for help, in or out of class. I will also be available if you would like me to review your work and give you feedback before it is turned in or presented. If you have any needs that it would be helpful for me to be aware of, please do let me know.

Attendance: As members of a learning community, your presence is appreciated, and your absence is noticed. The class sessions are set up to help people learn from each other (through discussions, activities, etc.) and you are expected to attend each class session. Everyone has useful and insightful information to offer to the class. Participation is the core of this work, and to help keep track of that, I take attendance.

You are allowed two (2) absences in the course of the semester without penalty. The only absences excused after that will be university approved absences or Covid-related absences (see sections below). It is your choice how you use these absences and it is encouraged that you use them wisely. Please note that these 2 absences DO include instances of illness, quarantine, and family obligations. Each absence over two will result in a 15-point deduction to your overall grade.

University Approved Absences: Absences for certain events and obligations recognized by the University (i.e.: participation in sports, forensics, music tours, field trips, etc.) may be counted as “excused.” Please notify me at least one week prior to such absences with documentation and contact information from the sponsoring program/department. You are responsible for making up all work missed due to absences in a timely manner, to be worked out ahead of time with me.

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 (3 classes), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent (6 classes), 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.

COVID-19: Our course will follow all of the PLNU policies related to Covid-19. Please see the [PLNU Covid-19 website](#), the Covid-19 Canvas course, and the [PLNU catalog](#) for the most current policies. All of us, including me, can show our respect and care for each other by wearing our masks indoors, and not coming to class if we do not pass the Campus Clear app or have any Covid symptoms. If you have Covid-related absences with documentation from the EAC that extend beyond the two “freebie” absences allotted for the course, they will be excused. You will still be responsible for getting the notes from a classmate and keeping up with all assignments for any classes you miss.

Due to our current pandemic conditions, there is the possibility that classes may periodically need to be held in an asynchronous or synchronous online format. The attendance policy still applies to these types of class formats. Please check email/Canvas announcements on a regular basis for any course updates.

Zoom Class Expectations:

1. Please show up to Zoom on time.
2. Turn on camera and make sure your camera is turned on for the entire length of the class.
 - a. If you need to have your camera turned off an email **MUST** be sent to me prior to class otherwise I will consider this an absence.
 - b. Excused reasons for intermittent camera being off: need to use the restroom, may need to protect roommate.
3. Participate with professor and peers by unmuting OR using the chat.
4. Make sure you are in a quiet space (when possible) free of distractions.
 - a. You should reserve this class time just like you would if you were face to face.
 - b. You should not be driving or at work during a Zoom class.
5. Once PLNU returns to face-to-face learning, Zoom class sessions will not be an option.
6. Please keep in mind that PLNU’s absence policy states that you may not surpass 20% of our class sessions.

Late to Class/Leaving Early: It is an expectation of this class community that we begin our class time together, and complete our class time together each day. Instances of habitual lateness are a distraction to our class community and may impact your ability to participate fully in the course. Therefore, I do make note when you are late to class and five tardies will equal one absence. Please talk to me early in the semester if you have any questions or concerns about this policy.

Being absent for more than 20 minutes during any part of a class period, whether at the beginning, middle, or end, will constitute an absence. Similarly, it is expected that you remain actively engaged in the classroom discussion and activities until the end of the class period. If you absolutely must leave early one day for a personal/emergency reason, please let me know at the class period prior or via email before class. (During advising time, please arrange any advising meetings with your academic adviser so that they do not conflict with your class schedule.)

Late Work/Make-Up Work: All assignments are to be submitted/turned in according to the due dates set on this syllabus schedule and 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. If you are absent on the day of a test or a presentation, I will only consider a make-up opportunity if you have communicated with me in advance of your absence and you have documentation of your absence (for example, a note from your doctor or Covid documentation from the EAC).

Incompletes: Incompletes will only be assigned in extremely unusual circumstances, given reasonable justification.

Electronic Devices: The use of cell phones and laptops/tablets during class is prohibited unless I ask for them to be used as a specific part of a class activity. Please join me in turning off or silencing all cell phones, laptops, and similar electronic devices and keeping them out of sight for the duration of class. This policy was influenced by two important pieces of research: 1. Faria Sana, Tina Weston, and Nicholas J. Cepeda, “Laptop Multitasking Hinders Classroom Learning for Both Users and Nearby Peers,” *Computers and Education* (March 2013): “We found that participants who multitasked on a laptop during a lecture scored lower on a test compared to those who did not multitask, and participants who were in direct view of a multitasking peer scored lower on a test compared to those who were not. The results demonstrate that multitasking on a laptop poses a significant distraction to both users and fellow students and can be detrimental to comprehension of lecture content.” 2. Pam A. Mueller and Daniel M. Oppenheimer, “The Pen Is Mightier Than the Keyboard: Advantages of Longhand Over Laptop Note Taking” (April 2014). In this study, the authors found that students who hand wrote their notes during lectures remembered more material than students who used laptops for notetaking because they could not write everything down verbatim. The extra processing required by the hand writers to select important over extraneous information was beneficial for their retention of the material they were learning.

Email: I will frequently use email to communicate with you and I do my best to respond to your emails as promptly as possible. If you send me an email after 5 pm, or over the weekend or on a holiday, I will respond on the following school day.

Written Work: Please type, double-space and staple all written work unless instructed otherwise. It is my expectation that all writing will be clear, coherent, and free of grammatical/spelling errors. Please proof all written work – your grade will reflect both the substance and the style of your writing. When working on the computer, try to plan for the “unexpected” but predictable problems: plan extra time for library printing issues and back up files as you go.

Student Responsibility: It is your responsibility to maintain your class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), you have the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university). Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may easily result in a grade of F on the official transcript.

Final Exam Policy: Successful completion of this class requires taking the final examination on its scheduled day. Final exams will not be given early before our assigned date/time. Please arrange any activities or transportation for the break around this finals schedule so that you can be present at the assigned time.

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 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 Accommodations Policy: PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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. 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 EAC 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.

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](#).

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.

CLASS ASSIGNMENTS

Exams: There are three exams in this course. Exams will include material from the book and in-class discussion/activities. You may bring one 3x5 notecard (front and back, handwritten – not typed) to each exam. These exams will mostly consist of short essay questions and a few multiple choice questions.

Reading Quizzes: There will occasionally be short unannounced quizzes (5-10 points each) on the assigned reading. Reading quizzes will be administered on Canvas, at the beginning of class. Unlike the exams, notes are not allowed on reading quizzes. Please make sure that you have a tablet, or laptop with you in class to complete the quiz. You may not take the quizzes on your phone. If you do not have access to a laptop or tablet for the quizzes in class, please let Dr. Raser know as soon as possible. If you arrive late to class, you will not be given additional time to take the quiz. Reading Quizzes cannot be made up. The reading quiz with the lowest score will be dropped at the end of the semester.

Original Propaganda Poster: You will design an original propaganda poster using a selection from the ten propaganda techniques that we will learn about in class. You will need to acquire a poster board for this assignment. Prompts will be given in class and you will have some choice in selecting the overall theme of your poster. On the day that your poster is due, we will hang them around the classroom and complete a “gallery tour,” identifying the different propaganda techniques that we have studied.

Ad Analysis Presentation: You will select and analyze an advertisement (typically a video commercial) in order to uncover “how it works” persuasively. In an oral presentation, 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.

In-Class (or Canvas) Assignments: At times, you will be given short assignments or exercises in class (or on Canvas) that are worth points toward your final grade. These assignments may include written responses/reflections, podcasts, discussions, group work, etc. The point value for these assignments may vary, but will be clearly designated on the assignment.

ASSESSMENT & GRADING

Grade Scale (% to Letter):

93-100	A	73-76.9%	C
90-92.9%	A-	70-72.9%	C-
87-89.9%	B+	67-69.9%	D+
83-86.9%	B	63-66.9%	D
80-82.9%	B-	60-62.9%	D-
77-79.9%	C+	0-59	F

Rounding: Typically, grades follow the scale above 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.**

Point Distribution

COURSE REQUIREMENTS	Number of Points AVAILABLE	Number of Points I EARNED
Test # 1	75	
Test # 2	75	
Test # 3	100	
Original Propaganda Poster	75	
Ad Analysis Presentation	100	
Additional Assignments & Reading Quizzes	125	
TOTAL	550	
- Absence penalties (15 pts. per absence after 2 absences)	(e.g., 3 absences = -15)	

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 in class or on Canvas.

Student grades will be posted in the Canvas grade book after each assignment has been graded. It is important to read the comments written on your assignment or posted on Canvas as these comments are intended to help you improve your work.

Tentative Course Schedule

- Subject to change with fair notice.
- Please complete reading prior to arriving at class on the assigned due date.

WK	Date	Topic	Reading/Assignments Due
1	R 1/13	Welcome/Course Intro on Zoom	Review Course Syllabus
2	T 1/18	Why Study Persuasion?	Ch. 1 (Hint: we will have a quiz on Ch.1 at the beginning of class) Persuasion Scavenger Hunt Jamboard due on Canvas on 1/17
	R 1/20	Why Study Persuasion? Prop Tech # 1 & 2: Assertion and Bandwagon	
3	T 1/25	What Constitutes Persuasion?	Ch. 2
	R 1/27	Attitudes and Consistency	Ch. 3 Attitude Assessment Group Google Form due to Canvas by 11:59 pm (we will work on this in class)
4	T 2/1	Attitudes and Consistency Present attitude assessment to class	Ch. 3 Individual Reflection on Attitude Assessment due by 11:59 pm (we will work on this in class)
	R 2/3	Credibility Prop Tech # 3: Cardstacking Assign: Propaganda Posters	Ch. 4
5	T 2/8	Communicator Characteristics and Persuadability Prop Tech # 4 & 5: Glittering Generalities and False Dilemma	Ch. 5
	R 2/10	Conformity and Influence in Groups Prop Tech # 6: The Lesser of Two Evils	Ch. 6
6	T 2/15	Test # 1 (bring a note card)	Test # 1 (Ch. 1-5) & Prop Techs # 1-5
	R 2/17	Dr. Raser at Western States Com Conference. No in-person class. Please complete assignment on Canvas.	Is it “Natural?” Reading and response on Canvas
7	T 2/22	Language and Persuasion	Ch. 7
	R 2/24	Nonverbal Influence Assign: Ad Analysis Project	Ch. 8
8	T 3/1	Nonverbal Influence Prop Tech # 7: Pinpointing the Enemy	Nonverbal Disruption Assignment Due
	R 3/3	Structuring and Ordering Persuasive Messages Prop Tech # 8: Plain Folk	Ch. 9 Listen to: Hidden Brain Podcast, Episode 55: Snooki and the

			Handbag Podcast Listening Reflection Due
	3/7-3/11	<i>Spring Break</i>	<i>No Classes</i>
9	T 3/15	Sequential Persuasion Prop Tech # 9: Testimonial	Ch. 10
	R 3/17	Visual Persuasion Prop Tech #10: Transfer	Ch. 14
10	T 3/22	Visual Persuasion	
	R 3/24	Test # 2 (bring a note card)	Test # 2 (Ch. 6-10) & Prop Techs # 6-8
11	T 3/29	Esoteric Forms of Persuasion	Ch. 15
	R 3/31	Share Propaganda Posters in class	Propaganda Poster Due
12	T 4/5	Motivational Appeals	Ch. 13
	R 4/7	Compliance Gaining	Ch. 11
13	T 4/12	Ad Analysis Workshop	Bring your chosen ad to class for feedback (10 pts.)
	R 4/14	<i>Easter Break</i>	<i>No Class</i>
14	T 4/19	Deception & The Ethics of Persuasion	Ch. 12 & 16
	R 4/21	Ad Analysis Presentations	
15	T 4/26	Ad Analysis Presentations	
	R 4/28	Ad Analysis Presentations	
16	Finals Week	Test # 3 (bring a note card) Thursday, May 5 th 7:30 am – 10:00 am	Test # 3 (Ch. 11-16) & Prop Techs # 9-10 Test # 3 will not be given early before our assigned date/time. Please arrange any activities or transportation for the break around this schedule so that you can be present to take the test.