

Welcome to COMM268: Persuasion Theory Syllabus

Loyola University Chicago
Spring, 2020, T/Th 2:30 p.m.– 3:45 p.m.
Class #: 2427 | Prerequisite: COMM 175
Corboy Law Center - Room 426

Instructor: Kristina M. Sawyer

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Office Hours: Thursdays 12:00 p.m.–1:00 p.m., or by appointment

COURSE OBJECTIVE

This course is designed to introduce students to key communication theories related to persuasion, social influence, and compliance-gaining. By the end of this course, students will be able to apply key theoretical principles to real-world examples of persuasion in their everyday lives. Secondary goals of this course include an introduction to the interdisciplinary and liminal spaces between communication research and fields like psychology and information sciences. Critical thinking, information literacy, ethics, and praxis are discussed throughout.

MATERIALS

- A. **Text:** Robert H. Gass and John S. Seiter. *Persuasion, Social Influence, and Compliance Gaining*, 5th Edition.
- B. **Sakai** – sakai.luc.edu
Students are expected to submit their assignment electronically on Sakai and are responsible for everything posted on the site. In cases of campus-wide emergencies, students should reference the announcements section for important updates to scheduling.

ASSIGNMENTS & GRADING

Deliverable	Scheduled	Points (each)	Points (total)
Questions Topics Provocations (QTPs): ~1 page response paper based on class readings, lectures, activities, and discussions.	12	5	60
Quizzes: Multiple choice & short answer	4	15	60
4-5pg. essay + APA reference pages	1	80	80
7-10pg. essay + APA reference pages	1	100	100
Attendance*	--	--	60
Participation	--	--	40
		Maximum Points:	400

Extra credit is not offered in COMM 268. Final grades are determined on a point system as follows:

A = 300-270 points; B = 269-240; C = 239-210; D = 209-180; F = 179.

If for any reason you are unable to complete this class, be sure to officially withdraw from the course. It is recommended that you check with the registrar's office to ensure your transcript reflects a grade "W."

ATTENDANCE* & PARTICIPATION POLICY

Your success in this course depends heavily on attendance and participation in the classroom. You are expected to be present—physically and intellectually—for every meeting of this course. With that said, the instructor recognizes that emergencies can and do happen. **Therefore, students are permitted three (3) absences, no questions asked. More than three (3) absences, will automatically result in -60 total attendance points.**

If you are absent on a day when an assignment is due, your assignment may not be accepted (see Late Assignment Policy). Religious observations qualify as excused absences; please notify the instructor with sufficient notice if accommodations are needed for a religious observance.

A NOTE ON ETIQUETTE

Please join me in cultivating a classroom culture of mutual respect and maturity.

- Cell phones are prohibited for all classes
- Laptops are permitted during lectures, but may be prohibited if deemed distracting
- Debate, disagreement, mistakes, and questions are par for the course. Be kind, intellectually honest, and mindful of others.
- Discriminatory language of any kind—sexist, racist, ableist, ageist, homophobic, and/or xenophobic, etc.—will not be tolerated.

LATE ASSIGNMENT POLICY

Deadlines for assignments, quizzes, and essays can be found on the course calendar and are subject to change. Assignments for this class should be submitted electronically via Sakai, unless otherwise noted.

- QTPs are due **Thursdays by 9 am** on the Sakai forum.
 - This deadline gives the instructor a small window of time to review questions prior to class.
 - QTPs submitted during or after class will not be accepted (no exceptions).
- Essays are due by end of day on the date specified in the calendar
 - Essays submitted after the deadline will be penalized 10% per day and will not be accepted if more than 3 days late.
- Quizzes: the instructor reserves the right to make judgments on make-up quizzes on a case by case basis.

SCHOOL OF COMMUNICATION STATEMENT ON ACADEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;

- Attempting to change answers after the examination has been submitted;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Types of plagiarism

- **Incremental plagiarism** is failing to give credit for parts of a source.
- **Patchwork plagiarism** is using ideas from several sources without citing all implicated sources.
- **Global plagiarism**, passing off an entire source without citation and as though it were your own work, is stealing intellectual property.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple

instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

All faculty require that students use legal and proper source attribution on all assignments. Proper APA citations for materials submitted in this course are expected. Plagiarism of any kind will not be tolerated.

LETTERS OF ACCOMMODATION

Any student needing special accommodation during exams or class periods should provide instructors with proper documentation from the Students Accessibility Center (SAC). Given the time constraints of the course, it is highly recommended that letters of accommodation are submitted within the first 2 weeks of the course to ensure that students' needs are met in the soonest and best ways possible.

MANAGING LIFE CRISES AND FINDING SUPPORT

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – please email me or schedule a meeting with me during office hours.

To learn more about the Office of the Dean of Students, please find their websites at LUC.edu/dos or LUC.edu/csaa. Or you may contact them directly at 773-508-8840 and at deanofstudents@luc.edu.

ADDITIONAL RESOURCES AT LOYOLA UNIVERSITY CHICAGO

- LUC Wellness Center: <https://www.luc.edu/wellness/mentalhealth/>
- Student Accessibility Center (SAC): <https://www.luc.edu/sac/>
- John Felice Rome Center:
<https://www.luc.edu/rome/resources/admittedstudents/studentwithdisabilities/>
- Career Development Center Resources: <https://www.luc.edu/career/resources-diversity.shtml#Disabilities>
- Student Diversity & Multicultural Affairs: <https://www.luc.edu/diversity/resources/>
- Undocumented Status Resources:
<https://www.luc.edu/diversity/resources/undocumentedstudentresources/>

Spring 2020 Course Calendar

This course calendar is subject to change by the instructor. Please note that the assignments are listed by the date that they are **DUE**. *In other words, readings and other assignments are to be completed before coming to class that day. Late assignments will be penalized 10% and will not be accepted more than 3 days after the deadline.*

Dates	Lectures Topics & In-Class Activities	Assignments & Deadlines
Week 1		
T, 1/14	Introduction to course	
Th, 1/16	Why study persuasion?	Ch. 1
Week 2		
T, 1/21	Defining Persuasion	Ch. 2
Th, 1/23	Attitudes and Consistency	Ch. 3 QTP #1
Week 3		
T, 1/28	Credibility	Ch. 4
Th, 1/30	Communicator Characteristics Quiz #1	Ch. 5 QTP #2
Week 4		
T, 2/4	Conformity and Influence in Groups	Ch. 6
Th, 2/6	Audience Analysis	QTP #3
Week 5		
T, 2/11	Language and Persuasion Requirements Review: Short essay	Ch. 7
Th, 2/13	* e-Learning Day: Information Literacy <ul style="list-style-type: none"> • What is information literacy? • Amanour, C. (2017): How to seek truth in the era of fake news • The information cycle • The digital divide 	QTP #4
Week 6		
T, 2/18	Nonverbal Influence	Ch. 8
Th, 2/20	Structuring and Ordering Messages Quiz #2	Ch. 9 QTP #5
Week 7		
T, 2/25	Sequential Persuasion	Ch. 10
Th, 2/27	Short essay due on Sakai by 11:59pm.	
Week 8: 3/3 – 3/5		
=== Spring Break ===		
Week 9		
T, 3/10	Motivational appeals	<i>Midterm Grades Due</i> Ch. 13
Th, 3/12	Affective Rhetoric	<i>PDF: Mateus, Ch. 4</i> QTP #6
Week 10		
T, 3/17	Visual Persuasion	Ch. 14
Th, 3/19	New media technology	TBD

		QTP #7
Week 11		
T, 3/24	Esoteric Forms of Persuasion	Ch. 15
Th, 3/26	Quiz #3	QTP #8
Week 13		
T, 3/31	Compliance Gaining	Ch. 11
Th, 4/2		QTP #9
Week 13		
T, 4/7	Deception	Ch. 12
Th, 4/9	Appraisal of Persuasive Messages Requirements Review: Final essay	<i>PDF: Wahl & Morris – Ch. 14</i> QTP #10
Week 14		
T, 4/14	Ethics	Ch. 16
Th, 4/16		QTP #11
Week 15		
T, 4/21	Quiz #4	
Th, 4/23	Writing Workshop	QTP #12
Week 16		
T, 4/28	Final Exams Week	
Th, 4/30	Final Exams Week	
Sa, 5/2	<i>Essay due on Sakai by 4pm</i>	