

PERSUASION

COMMUNICATION 4010 • 2011 • PLATT • TREANOR • AJLIT • HOLIMAN

S	M	T	W	TH	F	S
29	30	31 PERSUASION Introduction Requirements	1 ETHICS Ethical Responsibility	2 Source/Receiver Ethics	3 Personal Framework	4
					ETHICS PAPER	
5	6 ETHICS TEST AUDIENCE	7	8	9	10	11
					AUDIENCE PAPER	
12	13 AUDIENCE TEST SOURCE Commitment and Consistency	14 Liking	15 Reciprocity	16 Authority	17 Message	18
					SOURCE PAPER	
19	20 SOURCE TEST THEORY Sarcity	21 Yale Approach	22 Congruity Cognitive Dissonance	23 Social Judgment Reasoned Action	24 Information Integ. Elaboration Likeli.	25
					THEORY PAPER	
26	27 THEORY TEST	28	29	30	1	
					CAMPAIGN PROJECTS PRESENTED	

Course Objectives

- Ability to identify, critique and understand persuasive principles encountered daily in professional and personal life.
- Increase understanding and use of ethics in persuasive messages.
- Understand and effectively use principles of Source, Credibility, Message Strategy and Audience Analysis in persuasion.
- Develop abilities to plan, design, and deliver oral, visual, and written persuasive messages and campaigns in the areas of Interpersonal, Marketing/PR, and Political Communication.
- Introduce Communication/Social Science theory, research, and approaches to persuasion.

Course Requirement

- Semester Persuasive Campaign
- Topic Papers 4
(3-5 pages APA Format)
Ethics, Audience, Source, Theory
- Topic Tests 4
(25 questions each)
Ethics, Audience, Source, Theory
- Quizzes
- Activities
- Assigned Reading/Viewing
- Attendance/Discussion/Participation



Required Texts

- Influence :The Psychology of Persuasion*
Robert Cialdini
- ISBN 978-0-06-124189-5
- Getting Past No* William. Ury
- ISBN 978-0-553-37131-4
- Getting to Yes* Fisher, Ury, Patton
- ISBN 978-0-14-311875-6



“Not brute force but only persuasion and faith are the kings of this world.” Thomas Carlyle



CELL PHONES/ The following behaviors that distract from the learning environment will not be tolerated in class:

- (1) Absolutely no "texting"
- (2) Do not answer your phone – please turn it off when you come to class and leave it in your bag
- (3) (3) If you have to have it on for legitimate work purposes, talk with me in advance. In this case please set it on vibrate and leave the room to take a call
- (4) (4) Do not take pictures of or record other people without permission.

ACADEMIC MISCONDUCT:

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. The definitions regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior are in the current SUU student handbook. Any student caught cheating in any way on exams or submitting another person's work for written assignments will receive an "F" for the assignment. Plagiarism is unacceptable in this course and will result in a failing grade.

LATE WORK:

Assignments will be accepted in class or by 5:00 the day they are due. If there are extenuating circumstances, please communicate that before the due date if possible.

STUDENT SUPPORT: In compliance with the Americans with Disabilities Act, please be familiar with the following statement. Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations, or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), 206F of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of these services.

EMERGENCY MANAGEMENT

STATEMENT:In case of emergency, the University's Emergency Notification System (ENS) will be activated. Students are encouraged to maintain updated contact information using the link on the homepage of the mySUU portal. In addition, students are encouraged to familiarize themselves with the Emergency Response Protocols posted in each classroom. Detailed information about the University's emergency management plan can be found at <http://www.suu.edu/ad/facilities/emergency-procedures.html>

HEOA COMPLIANCE STATEMENT: The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at <http://www.suu.edu/it/p2p-student-notice.html>.

Grading

All assignments carry a point value as listed:

Papers: 100 each	
4 Total	400
Tests: 50 each	
4 Total	200
Persuasive Campaign	200
Daily quizzes 5 each	
16 Total	80
Participation	20
Activities	100
TOTAL	1000

*Assignments received late will be accepted, but will receive a deduction in points possible of at least 1 grade.

EMAIL/OFFICE HOURS:

8:30 to 9:30	M-Th
11:00 to 12:00	M- Th

Speech and Presentation Center
561 West University Blvd.

Persuasion 4010 Summer 2011 Daily Reading/Viewing Assignments

Come to Class having read:

In:	Chapter 1	(1-16)
No:	Overview	(3-14)
Yes:	Intro	(xxvii-xxix)
Drop	CIOS:	Persuasion - Benoit 1, 2, 4

Week 1 *Persuasion*

31	No:	Chapter 2	(Disarm Them, Step to Their Side)
	Drop	Johannesen	Perspectives on Ethics in Persuasion P. 26-33
	Drop	Online	Ethics Case # 1 <i>Ethics</i>
1	Yes:	Chapter 6	(What If They Are More Powerful?)
		Chapter 7	(What If They Won't Play?)
		Chapter 8	(What If They Use Dirty Tricks?)
	Drop	Online	Ethics Case # 2
	Drop	Johannesen	Perspective on Ethics in Persuasion P. 33-35
2	No:	Chapter 4	(Build them a Golden Bridge)
	No:	Chapter 5	(Bring Them to Their Senses, Not Their Knees)
	Drop	Online	Ethics Case #3
	Drop	Johannesen	Perspectives on Ethics in Persuasion P. 36-38

Week 2 *The Audience*

6			
7	No:	Prologue	(Prepare, Prepare, Prepare)
8	Yes:	Chapter 2	(Separate the People from the Problem)
9	In:	Chapter 4	(Social Proof)
10		Market Segmentation	

Week 3 *The Source, Credibility, Message*

13	In:	Chapter 3	Commitment and Consistency
	Yes:	Chapter 5	Using Objective Criteria
14	In:	Chapter 5	Liking
15	In:	Chapter 2	Reciprocity
	Yes:	Chapter 4	Options for Mutual Gain
16	In:	Chapter 6	Authority
17	No:	Chapter 3	Reframe

Week 4 *Theory*

20	In:	Chapter 7	Scarcity
21	Drop	CIOS:	Yale Approach
22	Drop	CIOS:	Congruity Theory Cognitive Dissonance Theory
23	Drop	CIOS:	Social Judgment/Involvement Theory Theory of Reasoned Action
24	Drop	CIOS:	Information/Integration Theory Elaboration Likelihood Model

Week 5

27, 28, 29, 30, 1			Campaigns
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PERSUASION

Reading Texts

In = INFLUENCE

No - GETTING PAST "NO"

Yes - GETTING TO "YES"

DROP - Dropbox Files

PLATT	TREANOR	AULT	HOLIMAN
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<p>Area of Study: Speech and Debate. Interpersonal and Family Communication. Conflict Resolution and Mediation.</p> <p>Coached SUU National Champions Speech and Debate Team for 10 years; SUU Teacher 25 years;</p>	<p>Area of Study: Advertising/PR</p> <p>Business Owner Social Media; Professional Actress</p>	<p>Area of Study: International/ Intercultural Communication, Advertising/PR</p> <p>Spent 2 years in Retail Management working with Product Presentation and Customer Service.</p>	<p>Area of Study: Interpersonal/ Intercultural/International Communication.</p> <p>Small business owner; 20 years Pastor.</p>