

# ABBREVIATED SYLLABUS

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COMM 430

## **Catalog Description**

Theories of persuasive communication including traditional and contemporary attitudinal change; relationship among speaker, message, and audience; and relationship between attitudinal and behavioral change.

## **Course Description**

Persuasion is one of the most fundamental aspects of Communication. This course is the study and practice of persuasive communication focusing on the Aristotelian methods of ethos, pathos, and logos, as well as our social/behavioral science traditions. This course will examine attitudes, values and behavior, audience analysis, the importance of credibility, the effective use of verbal and non-verbal communication, the structure and design of persuasive messages, effective persuasion techniques, the application of theory and research on persuasion, and the application of these elements to practical situations. Students will sharpen their skills in persuasion through reading assignments, analysis of persuasive media, discussion board exercises, peer review of practical work.

## **Course Objectives/Rationales**

At the conclusion of the course, students should be able to accomplish the following tasks:

1. Define the phenomenon of persuasive communication;
2. Explain how to implement a successful persuasive message;
3. Define what constitutes persuasion, explain the different aspects of a persuasive message, and explain how persuasion methods vary across the discipline.
4. Define, explain, and analyze various persuasion methods that will prepare the student for the practical application of skills needed for success in an internship and/or career.

## **Required Textbook**

1. Persuasion: Social Influence and Compliance Gaining, 6th edition, by Gass & Seiter. ISBN: 978-1-138630-611 (You can use the 5th edition, but are responsible for any updates)

## **Student Learning Objectives**

1. Define, explain, and demonstrate examples of persuasive communication.
2. Develop analytical skills and critical thinking skills through the viewing, analysis, and discussion of their peer's work.
3. Identify and apply the fundamental principles of persuasion as they apply in a variety of situations.
4. Describe and demonstrate ethical principles when creating and distributing persuasive messages.
5. Analyze a variety of persuasive situations using available research and theory.

Course Work:

- Chapter worksheets
- Videos, links, articles to review weekly
- Quizzes over information found in videos, links, articles
- PowerPoints to review weekly
- Four short essay papers
- Presentation to present to class
- Exams to include cumulative final exam