

COMM 367: PERSUASIVE COMMUNICATION
Winter 2008 – Monday & Wednesday from 2:30 to 4:18 p.m.

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Office Hours: Tuesday and Thursday 12:30 p.m. to 2 p.m.
And by appointment

PREREQUISITES

English 110, 111, or equivalent, and sophomore standing. This course fulfills the GEC Second Course in Writing requirement *for non-communication majors* (if you are admitted to the School of Communication as a major, or plan to be, you will have to take another course to fulfill GEC Second Course in Writing requirement).

GOALS AND OBJECTIVES

The primary goal of any GEC Second Course in Writing is to increase your ability to effectively express ideas in writing and in oral presentations. The primary goal of COMM 367 is to increase your understanding of persuasive communication; or messages intended to influence people's attitudes and behaviors. To help you reach these two goals, this class will identify and explain several key concepts and theories that are related to or predict behavior. You will then be given the opportunity to (1) apply one or more of these concepts or theories to a social problem of interest to you, (2) conduct an audience analysis regarding the topic you choose, and (3) persuade your fellow classmates to engage in the recommended behavior.

REQUIRED READINGS

Frymier, A. B., & Nadler, M. K. (2007). *Persuasion: Integrating theory, research, and practice*. Dubuque, IA: Kendall/Hunt Publishing Company.

Additional required readings will be assigned in class as needed.

RECOMMENDED READING:

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.

Babbie, E. (2000). *The practice of social research* (9th ed.). Belmont, CA: Wadsworth.

Gass, R. H., & Seiter, J. S. (2003). *Persuasion, social influence, and compliance gaining* (2nd ed.). Boston: Allyn & Bacon.

O'Hair, D., Stewart, R., & Rubenstein, H. (2004). *A speaker's guidebook: Text and reference* (2nd ed.). New York: Bedford/St. Martin's Press.

COURSE REQUIREMENTS

EXAM: There is one exam in this class, and it will cover material presented during the first half of the quarter and in all 10 chapters of the textbook that you will be reading for this class. Unless otherwise noted, this exam will be composed of multiple-choice, true-false, and/or matching items.

WRITTEN ASSIGNMENTS: There are four written assignments in this class. The assignments are integrated components of a quarter-long project. That is, the assignments build upon each other, each serving as one part of your final speech (see below). A brief description of the four papers is provided here for your convenience, but much more will be said about each of these assignments when they are distributed in class. The *Speech Topic Assignment* has you present three persuasive speech goals (i.e., three behaviors that you want to change), and state the problem associated with each goal. If all goes as planned, one of these three problems will serve as the topic of your speech. The *Research Assignment* has you identify and summarize at least five sources that relate to the problem, solution, and barriers you will address in your persuasive speech. The *Problem, Solution, Barriers Paper* has you analyze the problem/need you intend to address in your persuasive speech, and discuss various solutions to the problem as well as possible barriers to the audience accepting the solutions. Finally, the *Audience Analysis and Message Outline* paper has you summarize the information gathered via the audience analysis survey, explain how you intend to use the information in developing your speech, and provide a detailed outline of the three major arguments comprising your speech (i.e., problem, solutions, and barriers).

All students, especially those who have difficulty writing, are encouraged to visit the **OSU Writing Center**. The web page is <http://cstw.osu.edu/writingcenter/>, and the phone number is 688-5865. Walk-in office hours are Monday through Thursday from 5:30 to 7:30 p.m. in the Science and Engineering Library (third floor). No appointment is necessary to take advantage of these walk-in office hours. Or, you can schedule an individual appointment by clicking on the “Schedule a Tutorial” link on the upper right-hand side of their web page. Individual tutorials are held in 475 Mendenhall, and are by appointment only.

SPEECH: Each student in this class is required to give a persuasive speech at the end of the quarter. This speech represents your attempt to deliver an effective persuasive message using all the knowledge you gained from the four written assignments (see above). The date for your speech will be coordinated by the instructor, and you will be notified of the date your speech is scheduled to be given *at least* one week before the speeches begin.

PARTICIPATION: You are *required* to be in class on days marked “Survey Exchange,” “Impromptu Speeches,” and “Speeches” (seven days total). Missing one or more of these days is strongly frowned upon, and attendance on each of these days is worth 10 points (70 points total). In other words, students will receive 10 points simply for showing up and participating on these days. Alternatively, students who miss or do not satisfactorily participate on each of these days will have 10 points deducted from their grade. There will be no exceptions to this policy (i.e., there are no “good reasons” for missing these classes, and if you do not attend on one or more of these days, there is no way to make up these points). This policy is in addition to any other attendance related penalties discussed below.

GRADING CRITERIA

Your grade in this course is a function of the following:

		Grade	Percent	Points
Exam	150 points	A	93% – 100%	465-500 points
Paper 1	20 points	A–	90% – 92%	450-464 points
Paper 2	30 points	B+	87% – 89%	435-449 points
Paper 3	80 points	B	83% – 86%	415-434 points
Paper 4	80 points	B–	80% – 82%	400-414 points
Speech	70 points	C+	77% – 79%	385-399 points
Participation	70 points	C	73% – 76%	365-384 points
_____	_____	C–	70% – 72%	350-364 points
		D+	67% – 69%	335-349 points
Total	500 points	D	60% – 66%	325-334 points
		E	Less than 60%	299 points or less

POLICIES AND PROCEDURES

ATTENDANCE: Attendance is required, and there are no “excused” absences in this class. However, I recognize that people may need to miss a class or two for various reasons. With a few exceptions noted elsewhere in this syllabus, you may miss three classes in COMM 367 without penalty. After that, your final grade will be lowered by 1/3 of a letter grade for each absence beyond three classes. For example, a “B+” will become an “B” if you have four absences, a “B–” if you have five absences, a “C+” if you have six absences, etc.. *The instructor will pass out an attendance sheet during class each day. It is your responsibility to sign this sheet. If you do not sign the attendance sheet you will be considered absent on that day (no exceptions).* Please see the “Participation” and “Missed or Late Exams or Assignments” portions of the syllabus for other important information regarding attendance.

MISSED OR LATE EXAMS AND ASSIGNMENTS: By definition, late exams and assignments are below average, and are unfair to those who are prepared. As a general rule, if you do not take the exam or hand in an assignment on the scheduled day and time, you will receive a zero for a grade on that exam or assignment. The exam and assignment due dates are noted on the last page of the syllabus. *The instructor will notify you in class how and when the assignment should be submitted. Assignments not submitted using the specified method or after the specified deadline will not be accepted.* In the rare case when a make-up exam or late assignment is approved by the instructor, you will still have 10% deducted from your grade for *each day* it is late (including weekends). A few additional things to note regarding late exams and assignments: (1) If you arrive after the first person has completed/left the exam, you will receive a zero for a grade on the exam; (2) in the rare case when a make-up exam is approved, the exam may contain different questions and/or be in a different format than the original exam; and (3) exams and assignments turned in more than one week late will receive a zero for a grade.

READINGS AND PARTICIPATION: All readings should be done prior to the assigned class period. Students are expected to participate *fully and constructively* in class discussions and activities.

CLASSROOM CIVILITY: We want to build a classroom climate that is comfortable for all. In a communication class, it is *especially* important that we (1) display respect for all members of the classroom – including the instructor and students, (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the

newspaper, doing work for other classes, making/receiving cell phone calls, text messaging, etc.); and (4) avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive place for all concerned. Your final grade may be reduced by 1% *each time* you engage in these sorts of behaviors.

WRITTEN WORK AND PRESENTATIONS: Students must use correct spelling and grammar in all written and oral assignments. Because this is a second level writing class, grammar and spelling count. Thus, *grades on poorly written or presented assignments will be lowered by up to 10 percent*. In-class activities and exams may be handwritten. All other submitted work must be typed. All written assignments must conform to COMM 367 guidelines discussed in class and posted on Carmen. *Grades on written assignments not conforming to these guidelines will also be lowered by up to 10 percent*.

E-MAIL AND COMPUTER WORK: We will use electronic mail for class updates. Please read your mail regularly (at least 2-3 times per week) so you can keep up-to-date on upcoming assignments. In some cases, you may also be required to turn in assignments in electronic format (you will always be notified at least one week in advance when this is the case). Let me know if you need help with this.

ACADEMIC MISCONDUCT: Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact the instructor or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

REASONABLE ACCOMMODATION POLICY: Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs (when possible, documentation should be provided no later than the second week of class). The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; Phone 292-3307; TDD 292-0901; <http://www.ods.ohio-state.edu/>.

DISCLAIMER: The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class and/or via email if/when any changes occur.

TENTATIVE DAILY SCHEDULE

WEEK	DATE	TOPIC	READING(S)	WHAT'S DUE
1	F 1/4	Introduction to Class Overview of Assignments		
2	M 1/7	Introduction to Persuasion	Ch. 1	
	W 1/9	Attitudes The Attitude-Behavior Link	Ch. 2 Ch. 3	Speech Topic Paper (Due by 11:59 p.m. Wednesday night in the Carmen Dropbox)
3	M 1/14	Developing Survey Items Social Judgment Theory	Ch. 5	
	W 1/16	Consistency and Cognitive Dissonance Theory Sign-up for Surveys, Speeches	Ch. 6	Research Paper (Due by 11:59 p.m. Wednesday night in the Carmen Dropbox)
4	M 1/21	Martin Luther King, Jr. Birthday Observed – No Classes		
	W 1/23	Theory of Reasoned Action Elaboration Likelihood Model	Ch. 8 Ch. 9	
5	M 1/28	Source Message Factors	Ch. 10 Ch. 11	
	W 1/30	Receiver and Channel Factors	Ch. 13	Problem, Solution, & Barriers Paper (Due by 11:59 p.m. on Wednesday night in the Carmen Dropbox)
6	M 2/4	Exam on Chapters Covered in Lecture Speech Anxiety Quiz (no need to study, just a demonstration of a survey)		Exam on Chapters Covered in Lecture
	W 2/6	Analyzing and interpreting survey data Speech Anxiety Results	Metcalf (2007) Ch. 3	
7	M 2/11	Survey Exchange Survey Data Summary in Pairs		
	W 2/13	Survey Exchange Survey Data Summary in Pairs		
8	M 2/18	Effective Public Speaking (Intros, Body, Conclusion) Communication Anxiety	Metcalf (2007) Ch. 2	Audience Analysis Paper (Due by 11:59 p.m. Monday night in the Carmen Dropbox)
	W 2/20	Impromptu Speeches		
9	M 2/25	Impromptu Speeches		
	W 2/27	Effective Public Speaking (Cont.) Speech Practice In-Class With Partners		
10	M 3/3	Speeches		Speeches
	W 3/5	Speeches		Speeches
11	Thurs. 3/13 1:30 p.m.	Speeches		Speeches

