
Communication Studies CMS f332K Theories of Persuasion (72850)

Monday-Friday 11:30-1:00 CMA 3.112

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INTRODUCTION: This course is an introduction to persuasion in its various contexts, from political campaigns to advertising campaigns, from the President of the United States to popular music, from the nightly news to used car sales. The goal of this course is to encourage you to receive persuasive messages with an analytical and critical mindset. This is a receiver-oriented class. This means we will be taking apart persuasive messages in order to better understand how influence is wielded in everyday communication settings like interpersonal relationships, television news, popular culture, and political speech. *This is not primarily a class in how to become a better persuader*, although the strategies you learn to identify in the examples we will study can be applied in daily life.

TEXTS are available at the Co-Op.: Timothy Borchers, *Persuasion in the Media Age* (2nd edition).

***All assignments, supplemental readings, and other information are available on Blackboard. Please check Blackboard regularly.**

COURSE REQUIREMENTS:

1. You must keep up with your reading; lectures and discussions will build on, not duplicate, reading material. Take your notes on the outlines provided in the online course packet if you wish.

2. Three take-home short essay assignments over the course of the session will assess your progress. You may use your readings and notes to answer these questions, and you may work with others if you wish (without copying work). Each essay assignment is worth 50 points. Take these assignments seriously; they are the basis for most of your grade. All essays must be typed and all pages must be stapled together, with your name on the front page. Do not use a cover sheet.

Suggested length of each essay assignment: 6-8 typed, double-spaced, twelve point type pages.

Essay assignments are due at the beginning of class on the due date. **Essay assignments are available on Blackboard and may be emailed only before the class period they are due.**

3. Two quizzes: multiple choice, true-false, matching. 50 points each. **Quiz review sheets are available on Blackboard.**

GRADES: Grading in this course will be based on a straight percentage scale (A = 90% or above etc.) of 250 points. Attendance will be taken unannounced once during the session for a possible 3 points extra credit.

Course Schedule - 332K

DAY	TOPIC	READINGS FOR TODAY
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See Blackboard for readings outside Borchers

Week of June 1

<u>Thursday</u>	Course Introduction: What is Persuasion?	none
<u>Friday</u>	Classical Theories of Persuasion	Borchers 1 & 2

Week of June 5

<u>Monday</u>	Classical Theories cont.	lecture
<u>Tuesday</u>	Dramatistic Theory	*Solomon article
<u>Wednesday</u>	Cognitive and Psychological Theories	Borchers 2 & 5
<u>Thursday</u>	Language & Semiotic	*King, Borchers 7
<u>Friday</u>	Image and Persuasion Assignment 1 due	Borchers 6 & 9 see Blackboard for assignments

Week of June 12

<u>Monday</u>	Media and Persuasion	Borchers 4, *Roy
<u>Tuesday</u>	Argument and Emotion	Borchers 10, 11
<u>Wednesday</u>	catch up	
<u>Thursday</u>	Quiz Review	see Blackboard for review sheet
<u>Friday</u>	Quiz 1	

Week of June 19

<u>Monday</u>	Values, Culture and Persuasion Assignment 2 due	Borchers 5 see Blackboard for assignments
Tuesday	Narrative and Myth	Cloud, Borchers 8
Wednesday	Ideology as Persuasion	Borchers 8
Thursday	special topics (Amber R)	
Friday	No Class	

Week of June 26

<u>Monday</u>	No Class	
<u>Tuesday</u>	Propaganda and Advertising	Borchers 13, Schudson
<u>Wednesday</u>	Persuasion and Social Change	Borchers 12
<u>Thursday</u>	Ethics	Borchers 3, 14
<u>Friday</u>	Ethics Assignment 3 due	see Blackboard for assignments

Week of July 3

<u>Monday and Tuesday</u>	holiday	
<u>Wednesday</u>	Quiz review and CIS	see Blackboard for review sheet
<u>Thursday</u>	Quiz 2; last class day	
