COMM 160-01: Persuasion         Fall/2017

Instructor: Dr. Wes Fondren

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Office hours: Mon. & Wed. 9:00-11:00          Phone: (843) 349-6656

Course Description:
Persuasion. (3) An introduction to the study and practice of persuasive discourse using both the rhetorical and social science traditions. Issues examined include: strategic planning and organization, audience analysis, motives and values, effective use of language, propaganda and the abuse of persuasion, campaign planning, effective presentation techniques, and the application of theory and research on persuasion to practical situations. F, S, M, Su

Course Instructional Objectives:
1. Introduce students to critical and social science theory and research on persuasion.
2. Increase student abilities in message strategy and audience analysis.
3. Assist students in becoming critical receivers of persuasive messages in everyday life.
4. Develop student abilities in recognizing potential effectiveness of persuasive efforts.

Student Learning Outcomes:
By the end of the course students should be able to:
1. identify arguments
2. evaluate arguments through reasoning
3. formulate arguments or a thesis
4. exhibit an understanding of persuasive message strategies

Grading Procedures:
Your grade will be determined by your performance on three tests, online discussions, and in-class exercises. Final grades will be determined as follows:

<table>
<thead>
<tr>
<th></th>
<th>Grade Scale</th>
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<tbody>
<tr>
<td>Tests (100 X3)</td>
<td>A = 450-500</td>
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<tr>
<td></td>
<td>B+ = 435-449</td>
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<tr>
<td>Online Discussions</td>
<td>B  = 400-434</td>
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<tr>
<td>Strategy exercises</td>
<td>C+ = 385-399</td>
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<tr>
<td>Total</td>
<td>C  = 350-384</td>
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<tr>
<td></td>
<td>D+ = 335-349</td>
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<tr>
<td></td>
<td>D  = 300-334</td>
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<td>F  = 0-299</td>
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Tests are non-cumulative; that is, you will be tested only on material covered since the last test. Online discussions will be posted in Blackboard (learn.coastal.edu) with instructions and grading breakdown based on each assignment. In-class exercises will be unannounced and graded on assignment. No make-ups are given for in-class exercises, but one “bonus” activity may be provided near the end of the semester that will count as a replacement exercise, but not in addition to your grade.

**Attendance Policies:**
Your attendance is required. You will be allowed three unexcused absences. For each additional unexcused absence, your final grade will be reduced by five points. If you are more than 10 minutes late, it counts as Make-up tests will be provided only for excused absences, which must be arranged beforehand or be a well-documented emergency. If you arrive more than 15 minutes late to a test, you will not be allowed to take the test.

**Required Text:**

**Academic Misconduct:**
Students are expected to abide by the Coastal Carolina University (CCU) Code of Student Conduct. A full copy is available at: www.coastal.edu/judicialaffairs/codeofconduct.pdf
All students enrolled at CCU are expected to be honorable and observe the high standards of conduct appropriate to a community of scholars. All acts of dishonesty in any academic work constitute academic misconduct. This includes but is not necessarily limited to: cheating (using or attempting to use unauthorized materials, information, or study aids), plagiarism (representing the words, ideas, or data of another as one's own), fabrication (unauthorized falsification or invention of any information or citation), or aiding and abetting academic dishonesty (intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty).

It should be noted that any incident of academic misconduct will be treated with utmost seriousness in this course. To eliminate unnecessary suspicion of cheating, neither billed caps nor dark eyeglasses may be worn during any test.

**Diversity:**
Because diversity is appreciated and celebrated in the Edwards College of Humanities and Fine Arts, every attempt will be made to integrate diverse perspectives and viewpoints into class discussions and lectures. A part of our commitment to diversity includes accommodating students with special needs, including physical and learning disabilities. Students with disabilities are encouraged to register with the Office of Disability Services, 349-6561. Thereafter, you will need to schedule an appointment to see me during my office hours to discuss accommodations and other special needs.
Classroom Decorum:

The Code of Student Conduct requires that students behave in a manner that is conducive to a teaching/learning environment. Students who engage in behavior that is disruptive or obstructive to the teaching/learning environment will be subject to disciplinary sanctions outlined by the Code of Student Conduct. Disruptive/obstructive behavior is not limited to but may include the following: physical abuse, verbal abuse, threats, stalking, intimidation harassment, hazing, possession of controlled substances and possession of alcoholic beverages. In addition, because the class time will be conversational, you will be expected to conduct yourself accordingly. For example, it would be improper to read a newspaper, text message, or surf the web while having a one-on-one conversation. Therefore, these activities and similar ones are prohibited during class time.

Keys to Succeeding in this Class:

1) Communicate, communicate, communicate
2) Take what I say seriously
3) Look for application outside class

Important Dates:

8/26—No class
9/5 –No class, Labor Day
10/3 – Test One
10/14 – No class, Student Holiday
11/2 – Test Two
10/28 – Last day to drop a class without a WF
11/21-25 –No class, Thanksgiving Break
12/11 – Final exam (Test Three),11:00-1:30