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Semester effective:

Communications (COMM) 1590 Introduction to Persuasion (3 Units) CSU

Advisory: Eligibility for English 1500 or 1501 or Communication 1511 strongly recommended

Hours and Unit Calculations:

48 hours lecture. 96 Outside-of-class Hours (144 Total Student Learning Hours) 3 Units

Catalog Description: Introduction to Persuasion will examine historical and contemporary approaches to persuasive messages throughout time. It will also focus on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages.

Type of Class/Course: Degree Credit

Texts: Wahl, S. T. & Morris, E. *Persuasion in your life*. Routledge. 2018

Herrick, James A. *The History and Theory of Rhetoric: An Introduction*

Charles U. Larson. *Persuasion: Reception and Responsibility*

Robert H. Gass. *Persuasion, Social Influence, and Compliance Gaining*

Barbara Bredan. *Speaking to Persuade*

Richard M. Perloff. *The Dynamics of Persuasion: Communication and Attitudes in the Twenty-first Century*.

Additional Optional Materials: Perrin, R. *Pocket guide to APA style*. Wadsworth. 2016

Course Objectives:

By the end of the course, a successful student will be able to:

1. Explain and apply the basic concepts of the field of communication demonstrating an understanding of theories of persuasive communication.
2. Differentiate between ethical persuasion and unethical means of influence such as manipulation, coercion, and propaganda.
3. Construct and deliver ethical persuasive messages directed toward a specific audience in front of a live audience or other pedagogically appropriate medium.

Course Scope and Content:

- Unit I            Persuasion in Your Life
- A. Persuasion Defined
    - 1. Persuasion in Your Life
    - 2. The Importance of Connecting and Engaging in Your Life
  - B. Overview: Your Study of Persuasion
    - 1. Ethics
    - 2. Theories of Persuasion
    - 3. Argumentation
    - 4. Visual Persuasion
    - 5. Persuasion and New Media
    - 6. Persuasive Public Campaigns
    - 7. Persuasion in Interpersonal Relationships
    - 8. Nonverbal Communication
    - 9. Health Communication
    - 10. Business and Professional Communication
    - 11. Persuasive Presentations
    - 12. Persuasive Humor
    - 13. Appraisal of Persuasive Messages
- Unit II            Ethical Dimensions of Persuasion
- A. Defining Ethics
  - B. The Importance of Ethics
  - C. Ethical Considerations
    - 1. The Ethics of Electronic Communication
  - D. Ethical Responsibility
    - 1. Ethical Responsibility in Politics
    - 2. Adapting to the Audience
  - E. Some Ethical Perspectives
    - 1. Religious Perspective
    - 2. Human Nature Perspective
    - 3. Dialogical Perspective
    - 4. Situational Perspective
- Unit III            Theories of Persuasion
- A. What Is Theory?
  - B. Early Theories
    - 1. Aristotelian Theory
    - 2. Rank's Model of Persuasion
    - 3. Narrative Paradigm
  - C. Social Theories
    - 1. Attribution Theory
    - 2. Causal Attributions
    - 3. Social Judgment Theory
    - 4. Elaboration Likelihood Model
    - 5. Social Learning Theory
  - D. Tension Reduction Theories
    - 1. Cognitive Dissonance

- 2. Balance Theory
  - 3. Uses and Gratifications
- Unit IV
- Argumentation
    - A. Argumentation, Not Arguing
      - 1. A Culture of Argument?
      - 2. Ethical Arguing
    - B. Locating Examples of Argumentation
      - 1. Argumentation in the Private Sphere
      - 2. Argumentation in the Technical Sphere
      - 3. Argumentation in the Public Sphere
    - C. Defining Argumentation
      - 1. Logicians, Formal Argument, and the Syllogism
      - 2. Argumentation, Aristotle, and Logos
      - 3. The Toulmin Model
    - D. Warrants: The Heart of Argument
      - 1. Importance of Warrants
      - 2. Types of Warrants and Types of Thinking
      - 3. What Do the Warrants Say About the Argument?
- Unit V
- Visual Persuasion
    - A. Visual Communication Defined
    - B. Visual Culture
      - 1. Witnessing
    - C. Does the Visual Argue?
      - 1. UNICEF Belgium and the Smurfs: An Example of Visual Argument
    - D. The Visual Narrative
      - 1. The Twin Towers of 9/11: An Example of Visual Narrative
    - E. Visual Persuasion in Advertising
      - 1. Sexual Appeals in Advertising: Does Sex Sell?
    - F. Visual Campaigning
- Unit VI
- Persuasion and New Media
    - A. Traditions of Technological Development
      - 1. Oral Tradition
      - 2. Written/Print Tradition
      - 3. Electronic Tradition
      - 4. Digital/New Media Tradition
      - 5. Traditional Media Versus New Media
    - B. Social Networking
      - 1. Mass Interpersonal Persuasion
      - 2. Persuasive Experience
      - 3. Automated Structure
      - 4. Social Distribution
      - 5. Rapid Cycle
      - 6. Huge Social Graph
      - 7. Measured Impact
    - C. The Inherent Persuasiveness of Social Networking
      - 1. Power and Control
      - 2. Public Versus Private
    - D. Voyeurism and Surveillance
    - E. Business and Influence
      - 1. Reciprocation

2. Commitment and Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

Unit VII

- Persuasive Public Campaigns
- A. Foundations of Persuasive Public Campaigns
  - B. Advertising as Persuasion
    1. Definition
    2. Elements of Advertising
      - i. Emotion
      - ii. Logic
      - iii. Credibility
  - C. The Advertising Process
    1. Identification
    2. Legitimacy
    3. Participation
    4. Penetration
    5. Distribution
  - D. Types of Advertising
    1. Product-Oriented Advertising
    2. Person-Oriented Advertising
    3. Idea-Oriented Advertising
  - E. Public Relations as Persuasion
    1. Definition
    2. History
  - F. The Public Relations Process
    1. Planning
    2. Implementation
    3. Evaluation
  - G. Types of Persuasive Public Relations Campaigns
    1. Community Relations
    2. Consumer Relations
    3. Employee Relations
    4. Public Issues
  - H. Crisis Management
    1. Types of Crises
    2. Crisis Response Strategies
    3. Image Restoration Strategies
    4. Apologia
  - I. New Media and Persuasive Public Campaigns
    1. Two-Way Communication
    2. Relationship-Building
    3. Far-Reaching Strategies
    4. Cost-Effective Persuasion

Unit VIII

- Persuasion and Personal Relationships
- A. Power Defined
  - B. Six Principles of Power
  - C. Influence Goals in Interpersonal Relationships
  - D. Verbal Power Plays
    1. Direct Requests

2. Bargaining
3. Aversive Stimulation
4. Ingratiation
5. Indirect Requests
6. Moral Appeals
7. Manipulation
8. Deception
9. Distributive Communication
10. Threats

- E. Nonverbal Behaviors That Increase Power
  1. Physical Appearance
  2. Spatial Behavior
  3. Eye Behavior
  4. Body Movements
  5. Touch
  6. Voice
  7. Artifacts
- F. Persuasion and Power Across Interpersonal Relationships
  1. Family
  2. Marriage

Unit IX

Persuasive Dimensions of Nonverbal Communication

- A. Nonverbal Communication as Persuasion
- B. Environment
  1. Formality
  2. Color
  3. Lighting
  4. Sound
  5. Smell
  6. Temperature
- C. Proxemics
  1. Cultural Background
  2. Sex and Sexual Orientation
  3. Status
- D. Kinesics
  1. Posture, Dominance, and Status
  2. Walk
  3. Gestures
- E. Touch
  1. Types of Touch
  2. Appropriateness
- F. Physical Appearance
  1. Body Types
  2. Hair
  3. Clothing
  4. Jewelry
- G. Face and Eyes
  1. Facial Action Coding System (FACS)
  2. Eye Behavior

Unit X

Persuasive Dimensions of Health Communication

- A. Defining Health and Health Communication
- B. Interpersonal Issues of Health

1. Talking About Health to Others
  2. Persuasion in the Patient-Provider Interaction
  - C. Mediated Persuasion in Advertising and Health Campaigns
    1. Direct-to-Consumer Advertising
    2. Pro-Social Health Messages and Health Campaigns
    3. The Real Impact of Persuasive Mediated Messages
    4. Evaluating Mediated Health Messages
- Unit XI Persuasion in Business and Professional Contexts
- A. Persuasion in Business and Professional Contexts
  - B. Using Persuasion to Get the Job
    1. Direct Persuasion
    2. Indirect Persuasion
    3. Email
    4. Social Networking: The Facebook Factor
  - C. Persuasion on the Job
    1. Persuading Customers and Clients
    2. The Persuasive Essentials of Leadership
      - i. Impression Management
      - ii. Dress to Impress
      - iii. Business and Social Etiquette
      - iv. Utilizing Power in Leadership
- Unit XII Persuasive Presentations
- A. Persuasive Presentations in Your Life
  - B. Determining Your Persuasive Purpose
    1. Topic
    2. General Purpose Statement
    3. Specific Purpose Statement
    4. Persuasive Presentations
  - C. Consider the Culturally Diverse Audience
  - D. Organizing Your Persuasive Presentation
    1. Cause-and-Effect Pattern
    2. Problem-Solution Pattern
    3. Monroe's Motivated Sequence
    4. Sample Persuasive Outline
  - E. Types of Arguments
    1. Argument by Example
    2. Argument by Definition
    3. Argument by Analogy
    4. Argument by Cause
    5. Argument by Sign
    6. Argument by Statistic
    7. Argument by Principle or Value
  - F. Standards for Argument
    1. Relevance
    2. Sufficiency
    3. Credibility
- Unit XIII Persuasive Humor
- A. What Is Humor?
  - B. Three Theories of Humor
    1. Superiority Theory
    2. Relief Theory

- 3. Incongruity Theory
  - C. Persuasive Effects of Humor
  - D. Persuasive Uses of Humor
    - 1. Connecting With the Culturally Diverse Audience
    - 2. Making the Enthymematic Connection
  - E. Limitations of Humor in Persuasion
- Unit XIV Appraisal of Persuasive Messages
- A. Elements of Persuasion Appraisal
    - 1. Ex Post or Ex Ante?
  - B. Purposes of Persuasive Appraisal
    - 1. Message
    - 2. Credibility
    - 3. Purpose
    - 4. Situation (Constraints)
    - 5. Outcomes (Post-Analysis)
  - C. The Relevance of Theory
    - 1. Selection
    - 2. Research
    - 3. Evaluation: Theory of Planned Behavior
  - D. Application
    - 1. Counter-Factual Reasoning
    - 2. Audience Differentiation
    - 3. Audience Refutation
  - E. Evaluation
    - 1. Pragmatic Evaluation
    - 2. Ethical Evaluation
    - 3. Implications

#### Learning Activities Required Outside of Class

The students in the class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Participating as a member of a diverse team by working cooperatively with others and contributing to group's efforts with ideas, suggestions, and effort for group projects
2. Interpreting and communicating information by selecting and analyzing information and communicating the results of others, using oral, writing, pictorial methods for individual and group projects

#### Methods of Instruction

1. Discussion
2. Activities
3. Independent Study
4. Purposeful Collaboration

#### Methods of Evaluation

1. Preparation and presentation of persuasive messages.

2. Observation, assessment, and critique of speeches or other persuasive events.
3. May also include exams and/or analytical papers.

Supplemental Data:

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|------------------------------|--|
| TOP Code:                    | 1506.00 Speech Communication           |
| Sam Priority Code:           | E: Non-Occupational                    |
| Funding Agency:              | Y: Not Applicable (funds not used)     |
| Program Status:              | Y: Program Applicable                  |
| Noncredit Category:          | Y: Not Applicable, Credit Course       |
| Special Class Status:        | N: Course is not a Special Class       |
| Basic Skills Status:         | N: Course is not a Basic Skills Course |
| Prior to College Level:      | Y: Not Applicable                      |
| Cooperative Work Experience: | Y: Not Applicable                      |
| Eligible for Credit by Exam: | No                                     |
| Eligible for Pass/No Pass:   | C: Pass/No Pass                        |
| Discipline:                  | Communication Studies                  |