Instructor: Michael E. Eidenmuller, Ph.D.
Office Room #: HPR 265
Office Phone #: 903.566.7093
Office Hours: TR 11:45-12:30; 4:45-5:30
E-mail: eiden@uttyler.edu

Supplemental: AmericanRhetoric.com

Course Overview: This course will enhance your understanding of persuasion. What is persuasion? What are its means and aims? What are its contexts, strategies, effects, consequences, and limitations? Who are its audiences? Quizzes and tests will measure objectively your growing theoretical knowledge of persuasion. A variety of outside reading sources and a systematic analysis of a scholarly article will enhance your understanding of persuasion scholarship. A persuasive presentation will allow you to apply your theoretical knowledge of persuasion to a target, perhaps even captive audience.

Teaching Style: Lecture + Seminar

Course Assignments and Point Values

<table>
<thead>
<tr>
<th>Assignments/Tests</th>
<th>PS</th>
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<tbody>
<tr>
<td>Unit Quiz: Chapters 1-3 &amp; Lectures</td>
<td>30</td>
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<tr>
<td>Unit Quiz: Chapters 4-7 &amp; Lectures</td>
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<tr>
<td>Unit Quiz: Chapters 8-11 &amp; Lectures</td>
<td>30</td>
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<tr>
<td>Journal Article Written Summary</td>
<td>80</td>
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<tr>
<td>Audience Analysis Survey</td>
<td>30</td>
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<tr>
<td>PowerPoint Slides/Data Graphics</td>
<td>50</td>
<td></td>
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<tr>
<td>Persuasive Presentation Outline</td>
<td>60</td>
<td></td>
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<tr>
<td>Persuasive Presentation</td>
<td>100</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
<td></td>
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<tr>
<td>Attendance</td>
<td>40</td>
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<tr>
<td>Total</td>
<td>550</td>
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Grades: There is a total of 550 points possible in this class. Final grades in this class will reflect a standard percentaging system. 90-100% = A, 80-89% = B, 70-79% = C, 60-69% = D, and 59% and below = F.

Additional Responsibilities

Attendance Policy: Perfect attendance to two absences earns you 40 points. For each and every absence thereafter 5 points will be deducted. 4 or more absences RESULT IN AN "F" FOR YOUR FINAL GRADE. Arriving to class late or leaving class early is inconsistent with an efficient and productive class session. Students who consistently fail to arrive by the time designated and/or who leave class before the end of the period (i.e., more than twice) will receive an absence. If there is an emergency that will preclude your giving a presentation you should notify me if/when possible in advance of your scheduled presentation.
Finally, an ATTENDANCE SHEET that will be distributed at the beginning of class will record your
attendance. You and you alone are responsible for signing your name on this sheet. At the end of the
semester all questions concerning your attendance will be answered by recourse to this sheet.

Assignments and Exams: Written assignments should reflect high standards of neatness, grammar, and
punctuation. Unless otherwise stated all assignments are due at the beginning of class on the designated
day. 10-30% of your grade will be lost if you do not deliver one of your assignments on the scheduled day. All
materials handed into the instructor must be typed unless otherwise stated. Multiple pages MUST be
ATTACHED by staple. Exams/Quizzes MUST be taken on the designated day to receive any credit,
exceptions being limited to life-threatening emergencies and subject to instructor validation. Remember, all
assignments and exams must be completed to receive credit for this course.

ETHICS and PLAGIARISM (speeches and related materials)
In this course it is unethical to use as your own, a speech or speech outline prepared, in whole or part, by
someone other than yourself. It is unethical to abstract a speech primarily or completely from a magazine
article -- or any other source -- and pass it off as your own work. Sources used should be credited in the
outline and in the speech. The best speeches do not rely heavily upon a single source, but instead
represent ideas formulated from several sources. PLAGIARISM, the intentional or unintentional
misrepresentation of another's ideas or language as your own, is intellectual theft. Plagiarism at the
University of Texas at Tyler is subject to severe penalties, including course failure, academic suspension,
and expulsion from the University. I will deal with suspected cases of plagiarism swiftly and without
prejudice. The discovery and prosecution of plagiarism does not recognize "accidental" or "inadvertent"
explanations as a legitimate defense against intellectual theft. The rule to follow: AVOID THE VERY
APPEARANCE OF PLAGIARISM.

CHEATING (quizzes, tests)
Any student or group of students providing evidence of any kind which even remotely suggests an
individual or shared intent to solicit answers from, between, or among one or more students will result in
the immediate removal from class of all relevant and/or potentially relevant parties. Pending further
investigation, said parties are subject to the forfeiture of all points which otherwise may have been
accumulated for that test. In addition, all participation points, potentially or actually accumulated, will be
considered null and void. The rule to follow: AVOID THE VERY APPEARANCE OF CHEATING.

Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler,
please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

Grade Replacement/Forgiveness and Census Date Policies
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement
Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in
which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services
Center or at http://www.uttyler.edu/registrar. Each semester’s Census Date can be found on the Contract
itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office
of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade
being used to calculate your overall grade point average. Undergraduates are eligible to exercise
grade replacement for only three course repeats during their career at UT Tyler; graduates are
eligible for two grade replacements. Full policy details are printed on each Grade Replacement
Contract.
The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include: Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit. Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date) Schedule adjustments (section changes, adding a new class, dropping without a “W” grade) Being reinstated or re-enrolled in classes after being dropped for non-payment Completing the process for tuition exemptions or waivers through Financial Aid.

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).
Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Services
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Religious Observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of such absences.

Instructor’s Note: Please feel free to see me during my office hours to discuss matters related to the course. You should particularly plan to see me if you anticipate any concerns related to your attendance and course responsibilities. I will make due effort to address your concerns and assist you in your sincere efforts to succeed.
Disclosure of Financial Interest: I own and operate the website called AmericanRhetoric.com. I have a financial interest in the AmericanRhetoric.com website and every page visit to the AmericanRhetoric.com website results in financial gain to me.

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