

SPCM 3325: Persuasive Communication
TTH 11–12:20pm

Instructor: Emily Scheinfeld, PhD

Course Description: If you have ever felt swayed by a smooth-talking salesperson, influenced by a relative, or induced to action by an advertisement or campaign, then you have felt the power of persuasion. In this course, you will learn about fundamental communicative and psychological processes that are involved in social influence. We will study prominent social scientific perspectives on persuasion that inform our understanding of what makes persuasive efforts compelling. This is not a course designed specifically to teach you persuasive speaking skills; rather, it is meant to sharpen your understanding of how persuasion occurs. This is an upper-division course, so expect to be challenged.

Course Goals and Objectives: This course will teach you about the processes by which a person or group attempts to change the opinions, attitudes, or behaviors of another person or group. You will learn about communicative and psychological processes involved in specific persuasion topics such as compliance, conformity, cults, obedience, propaganda, and subliminal persuasion, among others. You will also learn how to think independently, systematically and skeptically about social scientific research. The latter goal will require that you take an active role in the learning process. Major topics covered include:

- Theoretical perspectives emphasizing how source, receiver, and message features matter in persuasion
- Persuasion in both mass communication and interpersonal communication contexts
- Importance of cognitive heuristics
- Awareness of, inoculation from, and resistance to persuasive attempts

Expectations and Course Structure: I will conduct this course in an interactive lecture format. That is, I will present notes and information during each class meeting, and I will count on your contributions. I expect you come to class ready to participate in our creation of our collective knowledge. I invite you to ask questions, answer questions, share insights, and engage in the material during activities. Lectures will not duplicate readings. You should stay atop of the weekly readings and complete them before coming to class, and be prepared for activities that assess your understanding of ideas in each chapter or article.

Course Website: We will be using Blackboard for this course. I will upload necessary texts that are not part of your course packet, as well as any other course documents that may be of use to you throughout the semester. I will also use blackboard as a communication tool in order to contact you.

Required Texts:

Cialdini, R. B. (2009). *Influence: Science and practice (5th edition)*. Boston, MA: Pearson/Allyn & Bacon.

O’Keefe, D. J. (2002). *Persuasion: Theory and Research (2nd ed.)*. Thousand Oaks, CA: Sage.

Wilson, S. R. (2002). *Seeking and resisting compliance: Why people say what they do when trying to influence others*. Thousand Oaks, CA: Sage

Selected additional readings will be available via our Blackboard Canvas site (see schedule for details)

Course Evaluation:

The final grade will be based on the following criteria:	<u>Maximum</u>
Final Exam	20
Weekly Quizzes (10 counted @ 5pts each)	50
Participation	10
Writing Assignment #1	10
Writing Assignment #2	10
Total points	100 points

Calculating your grade:

A \geq 90 points

B = 80-89.9 points

C = 70-79.9 points

D = 60-69.9

F \leq 59.9 points

Grade Grievance Policy:

If you wish to appeal a grade, please follow this procedure:

- Wait 24 hours before contacting me about a grade unless there was an error in calculation of the grade. I ask that you wait so that you can look back over the assignment or exam and your notes and the textbook, then think about the reasons why you earned the grade. I want you to *act* rather than *react* to the grade.
- As per College of Communication policy, submit the appeal in writing. E-mail me **within one week of your receipt of the grade**; include your specific appeal and which grade you believe you deserve. E-mail me again only if I do not acknowledge your first appeal.
- Disputes will not be entertained after 7days after the assignment was returned to you. If any grade is to be reevaluated, the new earned grade may be lower than the previous grade. If I reevaluate an assignment, I may find something that I did not find before that should actually lower the grade.
- I will not entertain conversations in the last week of class or after final grades have been posted about being only a few points away from earning a particular letter grade. As you can see, points have already been rounded up. You will receive the grade that you earn throughout the semester, so please start working hard early on.

Course Assessment: (Additional information will be provided in class)

Final Exam: The Final exam will be noncumulative (and covers only interpersonal health communication) and includes multiple-choice questions, short answers and brief essays. Be on time. If you arrive after someone has turned in an exam, you will not be able to take it. The final exam, which will take place according to university assignments.

Papers: You will be assigned two small papers throughout the semester. See the schedule for assignment due dates. Paper extensions will not be granted. Late papers will be penalized 10% per day that it is turned in late. Your paper must be in APA formatting, with 12 point Times New Roman, 1” margins.

Assignment #1: Recruiting Letter (10points): You will compose a letter designed to recruit UT-Tyler students to join and support the agenda of one of three unpopular student organizations:

- a) STAMP Collective: Students Tired of Annoying Mobile Phones is dedicated to the prohibition of cell phones on the UT Tyler campus.
- b) CACA-UTT: the Caucus for the Abolition of Coeducation Academics seek to eliminate sexual distractions in college classrooms by requiring the university to offer separate single sex sections of all university courses.
- c) The LOST Posse: Learn on Saturdays Too Posse is petitioning the university to restructure the undergraduate curriculum so that students must attend 4-6 hours of coursework everyday, six days a week.

Your letter must include six different persuasive strategies discussed in the lectures and/or readings to encourage students to endorse the organization’s cause. You may not use falsehood/deception in your letter under penalty of a failing grade on the assignment. In addition to your recruiting letter (2-3 pages single spaced) you will submit a commentary describing the different strategies you used (1-2 pages single spaced)

Assignment #2: Film Analysis Paper (10points): You may watch one of three films that include persuasive communication in various ways: *Thank you for Smoking* (Jason Reitman, 2005), *Concussion* (Peter Landesman, 2015), and *Circle* (Aaron Hann & Mario Miscione, 2015). Your assignment is to write a 3-4 page analysis of ONE of those films using concepts from course lecture, discussion, and readings to evaluate persuasive techniques portrayed in the film. This paper is to be single spaced.

Participation & Attendance: Throughout the semester, you will be asked to partake in discussion and contribute to class. Please be ready, having read the course materials for that class period, with your own thoughts, questions, or insight. This type of participation is key in a small class like this; different point of views will also allow the class to understand the material better.

Weekly Quizzes: Your understanding of the topics covered in the readings and discussed in class will be assessed in 12 weekly quizzes. Quizzes will take place from 11:05-11:15am on Thursdays. You will ne be granted extra time on the quiz if you show up late for class, regardless of your excuse. Each quiz will assess your memory for the readings assigned and the topics discussed prior to the last quiz, as well as your understanding of the readings assigned for the day of the quiz. I will drop two lowest quiz scores when computing your final grade. You will not be able to make up a missed quiz under any circumstance. If you miss a quiz, you can drop it. The final weekly quiz is mandatory, even if you plan on dropping it. Ten of your highest quiz grades will count towards your grade at 5 points apiece.

Course Policies:

Elasticity Clause: I reserve the right to modify the existing course calendar and assignments. If changes must be made, I and/or my teaching assistants will notify students as soon as possible.

Classroom Civility: People and ideas must be treated with respect. Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives.

Changes to the schedule: Changes may be made at my discretion and if circumstances require. I will do my best to notify you via email, in class, and with a hard copy of the changes. It is your responsibility to note these changes when announced. Readings must be completed for the day they are assigned on the course schedule. Lectures are intended to complement the readings.

E-mail: E-mail is my preferred form of contact (note the address above). I cannot guarantee a response to e-mails sent to other addresses, including blackboard. Allow a 48-hour window for a response. If an e-mail is after 4 p.m. on any given day, I cannot guarantee a response before 9 a.m. the following business day. Emails about assignments will not be responded to after 9 p.m. and are not guaranteed after 2 p.m. the night before the assignment is due.

Laptop and Technology Policy: I will ask you to not use your computer in class, unless requested by me. Of course, if you need or strongly prefer a laptop for taking notes, accessing readings in class for any reason, please come speak with me. I am happy to do what is best for you. I'll just ask you to commit to using the laptop only for class-related work. I also do not mind a cell phone on the desk, however please step outside to text or talk in the case of an emergency. Please refer to an article written by Ann Curzan from The Chronicle as to why I am asking you to adhere to this policy: <http://chronicle.com/blogs/linguafranca/2014/08/25/why-im-asking-you-not-to-use-laptops/>

Attendance: Much of the learning will take place inside the class and labs through discussions, presentations, and interactions. Thus class participation is strongly recommended but not required; however participation is counted toward your final grade in class and in lab. **All assignments must be turned in on time.**

If you are absent from class, it is *your* responsibility to determine what was missed and to hand in any work or to do any readings that were announced during your absence. If you need assistance because of university-related absences (e.g., debate, sports, etc.), contact before the missed class.

Assignments: All papers must be typed using Times New Roman in 12-point font, double-spaced, one-inch margins (with no extra spaces between paragraphs), and proper APA style. You must cite ALL bibliographic sources used in your papers (using APA) within text and in a references page. For help with APA style and writing, please do not hesitate to visit the Undergraduate Writing Center on campus or online.

Late Assignments & Make-up Work: There is no such thing as late work, nor is there make-up work for unexcused, missed or failed assignments. I do not give make up exams or quizzes

except under serious unforeseen and/or extenuating documented circumstances about which I am notified immediately.

Technology Clause: If given permission per class period, you may use your computer or iPad during class to take notes and to participate in media-related exercises.

Research Participation: There will be varying research participation opportunities offered throughout the course of the semester. These will be announced during class time as soon as we find out about them. You can complete two for extra credit points (to be determined) toward your final grade but are strongly encouraged to participate in more. **There will be no penalty for NOT participating in research that is conducted outside the class.**

University Policies:

UT Tyler Honor Code: Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Student 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>

Academic Honesty: The core values of The University of Texas at Tyler are integrity, optimism, curiosity, accountability, leadership, initiative, and development. Each member of the university is expected to uphold these values.

All students must adhere to the UT- Tyler Honor Code (“Honor and integrity that will not allow me to lie, cheat, or steal, nor accept the actions of those who do”). Furthermore, students must complete their work with academic integrity outlined at <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>. All students are expected to maintain absolute honesty and integrity in academic work undertaken at The University. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor. Cases of suspected academic dishonesty will be pursued to the fullest extent allowed by University policies and procedures. Adding another student’s name to an attendance roster when he or she is not in class is academic dishonesty.

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

- i. “Cheating” includes, but is not limited to:
 - copying from another student’s test paper;
 - using, during a test, materials not authorized by the person giving the test;
 - failure to comply with instructions given by the person administering the test;

- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
 - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
 - collaborating with or seeking aid from another student during a test or other assignment without authority;
 - discussing the contents of an examination with another student who will take the examination;
 - divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
 - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
 - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
 - falsifying research data, laboratory reports, and/or other academic work offered for credit; • taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
 - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- ii. “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.
 - iii. “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
 - iv. All written work that is submitted will be subject to review by SafeAssign™, available on Blackboard.

Classroom Diversity: It is my desire to create a stimulating work environment that challenges each student in this class to perform at top levels. In order for our learning community to succeed, each member must treat others that way that they would like to be treated. I expect students to respect the opinions and ideas of each individual. As an instructor, I am committed to providing an atmosphere of learning that is representative of a variety of diverse perspectives,

including race, religion, gender, nationality, age, sexual orientation and physical abilities. In this class, you will have the opportunity to express and experience cultural diversity as we discuss diversity issues as they pertain to the classroom environment and the course materials.

Tobacco-Free: All forms of tobacco will not be permitted on the UT Tyler campus or in my classroom or office. This applies to all members of the University community, including students, faculty, staff, affiliates, contractors, and visitors. This includes cigarettes, pipes, cigars, water pipes, e-cigarettes, smokeless tobacco, snuff, and all other tobacco products.

Campus Carry: We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

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.

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. (For Fall, the Census Date is Sept. 12.) 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 (Sept. 12th) is the deadline for many forms and enrollment actions of which students need to be aware. 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

Student Accommodations: 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. 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.

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.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)

Tentative Schedule of Topics, Assignments, & Readings

WEEK	DATE	TOPIC/ASSIGNMENT	READINGS TO BE COMPLETED BEFORE CLASS	ASSIGNMENTS DUE*
1	8/30 9/1	Intro to Course		
2	9/6 9/8	Fixed Action Patterns	Cialdini, Ch. 1	Quiz #1
3	9/13 9/15	Reciprocity	Cialdini, Ch. 2	Quiz #2
4	9/20 9/22	Consistency & Cognitive Dissonance	Cialdini, Ch. 3	Quiz #3
5	9/27 9/29	Social Proof & Theories of Behavioral Intention	Cialdini, Ch. 4	Quiz #4
6	10/4 10/6	Source Factors	Cialdini, Ch. 5-6 O'Keefe, Ch. 10	Quiz #5
7	10/11 10/13	Receiver Factors	O'Keefe, Ch. 12	Quiz #6
8	10/18 10/20	Message Factors	Cialdini, Ch. 7 O'Keefe, Ch. 11	Quiz #7
9	10/25 10/27	Elaboration Likelihood Model	O'Keefe, Ch. 8 Petty et al. (2005)	Writing Assignment #1

10	11/1 11/3	Persuasive Message Production as Goal Pursuit	Wilson, Ch. 5	Quiz #8
11	11/8 11/10	Mass Media, Political Messages, and Advertising No Class – National Communication Association Conference	Iyengar & McGrady (2005) No Class	Quiz #9 (TUESDAY)
12	11/15 11/17	Cognitive Perspectives and Planning	O’Keefe, Ch. 5	Film Analysis Paper Due (TUESDAY) Quiz #10
13	11/22 11/24	Thanksgiving Break	No Class	
14	11/29 12/1	Influence in Interpersonal Relationships	Wilson, pp. 293-310 Goldsmith & Fitch (1997) (online)	Quiz #11
15	12/6 12/8	The Ethics of Persuasion and Compliance Gaining Catch up/Review	Wilson, pp. 8-17 Berndt (2005) (online)	Quiz #12

Final Exam will take place on the mandated date set by The University.

***All assignments are due or take place on Thursday unless otherwise noted.**