

### General Education Course Proposal

Proposed Course: Spch 007 Persuasion Units 3  
Prefix No. Title

Department: Speech Communication School: Arts and Humanities

**GE Category (Indicate one category only):**

Foundation: A1 x; A2   ; A3   ; B4     
Breadth: B1   ; B2   ; C1   ; C2   ; D   ; E     
Integration: B   ; C   ; D   ; International/Multicultural   

Existing Course x; Revised Course   ; New Course   

Course Included in Current GE Program yes

New courses require the Undergraduate Course Proposal form in addition to this form.  
Revised courses require the Undergraduate Course Change Request in addition to this form.

**Proposed catalog description:** Limit course description to 40 words using succinct phrases. Include prerequisites, limitations, lecture/lab hours. Indicate former course number, e.g., (Former Biol 105)

Analysis and practice of the use of persuasion as a social tool for resolving controversy and forming opinions from the perspectives of both the persuader and the persuaded. General Education CORE.

Enrollment limit per section: 30

Expected number of sections per semester – Year 1 4; Year 3 6

**Attachments:**

1. A statement presenting the ways in which this course meets the Specifications provided in the appropriate section of the General Education Policy as well as in the Policies for Inclusion and Evaluation of General Education Courses.
2. A statement of elements common to all sections of this course, identifying content, objectives, required student activities, grading policy, representative texts, and an approximate schedule for the course. Required student activities include such things as papers, research projects, homework, laboratory and/or studio performance, recitations, participation, attendance, and exams.
3. A typical syllabus for a particular offering of the course.
4. Any special cost factors associated with this course.

**Approval for Inclusion in General Education**

<u>Rolf Pell</u> Department Chair	<u>2-19-98</u> Date	<u>Vivian Morin</u> School Curriculum Committee	<u>2-26-98</u> Date
<u>Od Sai</u> School Dean	<u>2-12-98</u> Date	<u>Pedro Amal</u> General Education Subcommittee	<u>12/15/98</u> Date
<u>Brandt Kehoe</u> Associate Provost	<u>12/22/98</u> Date		

1/14/98

## *Attachment 2*

### *Common Elements*

#### *Common Objectives:*

All sections of this course will have the following objectives:

1. To increase the understanding and skill level in persuasive message analysis and evaluation.
2. To construct efficient oral communication skills: gather, organize, and present evidence.
3. To develop our critical listening and observation skills.

#### *Common Content:*

All sections of this course will study the following items:

1. The nature of persuasion [1 lecture plus discussion, reinforced throughout the semester]
2. Different forms (mediums of persuasion) [1 lecture plus discussion, reinforced throughout the semester]
3. Critical listening skills\*\* [1 lecture plus discussion, reinforced throughout the semester]
4. Public speaking structure\*\* [1 lecture plus discussion, reinforced throughout the semester]
5. Audience analysis\*\* [1 lecture plus discussion, reinforced throughout the semester]
6. Social influence [1 lecture plus discussion, reinforced throughout the semester]
7. Delivery of oral presentations\*\* [1 lecture plus discussion, reinforced throughout the semester]
8. Analyzing persuasive messages\*\* [1 lecture plus discussion, reinforced throughout the semester]
9. Organizing information\*\* [1 lecture plus discussion, reinforced throughout the semester]
10. Source/Audience Characteristics of persuasive messages\*\* [1 lecture plus discussion, reinforced throughout the semester]
11. Evaluating persuasive messages (content & effect) [1 lecture plus discussion, reinforced throughout the semester]
12. Persuasion and Ethics \*\* [1 lecture plus discussion, reinforced throughout the semester]

\*\*=Common elements of all General Ed. course proposals (Spch 3, Spch 7 & Spch 8)

The attached syllabus shows how these items can be covered during the course of a semester. Of course, some of these items are discussed during speech evaluations (critiques) instead of in direct lecture format.

*Revised 7,10 98*

***Required Activities:***

All Speech 7 students will make at least three oral presentations and write at least one paper evaluating a persuasive message. In the course of the semester each student will write at least 2000 words. Because of the nature of the course, attendance and participation will be closely monitored. A student must achieve a "C" for general education credit.

*Representative texts:*

The department coordinating committee must approve any textbooks used in Speech 7, but the following seem to be reasonable choices:

Benjamin, J. (1997). *Principles, elements, and types of persuasion*. Harcourt Brace.

Bettinghaus, E. P., & Cody, M. (1994). *Persuasive communication* (5<sup>th</sup> ed.). Harcourt Brace.

Johnston, D. D. (1994). *The art and science of persuasion*. Brown & Benchmark.

Larson, C. U. (1997). *Persuasion: Reception and responsibility* (8<sup>th</sup> ed.). Wadsworth.

## *Attachment 3*

### SPCH 7: PERSUASION

Fall 19xx

Instructor: Dr. Scott Moore  
Office Phone: 278-3010  
Email: scott\_moore@csufresno.edu

Office: SA 37  
Main Office Phone: 278-2826  
Office Hours: MWF 2:00-3:00  
T-Th 9:30-10:30

#### *Course Description-Objectives*

This course will enhance your skills as producers and critics of strategic persuasive messages. You will learn to analyze persuasion on an interpersonal and social level.

*We have six general objectives for this course:*

1. To increase the understanding and skill level in persuasive message analysis.
2. To develop skills necessary for extemporaneous delivery.
3. To provide structured exposure to major theories from research in persuasion.
4. To construct efficient oral communication skills, gather organize and present evidence.
5. To sensitize students to the persuasive elements in our social environment.
6. To provide experience in the analysis and evaluation of persuasive techniques, and develop our critical listening and observation skills.

#### *Required Text*

Bettinghaus, E. P., & Cody, M. (1994). *Persuasive communication* (5<sup>th</sup> ed.). Fort Worth: Harcourt Brace.

#### *Attendance Policy*

Attendance is mandatory. More than 2 unexcused absences will result in a lowering of your final course grade 5% for each additional absence. An absence on a "presentation day" will result in a zero for the assignment. Chronic tardiness/leaving early may also result in a grade reduction. Cellular phones and pagers must be turned off during class.

#### *Assignments*

There are three major exams in this course. Each exam is worth 75 points. Exams are true/false, multiple choice, short answer and essay.

***Three presentations are required in this course.***

**Presentation #1:** The first presentation will be a critical analysis of an advertisement, using appropriate presentation structure, citation of evidence, use of advocacy and reasoning.

**Presentation #2:** The second presentation will be an analysis of a persuasive message strategy (campaign commercial, editorial, advertisement) of the student's choosing, using appropriate presentation structure, citation of evidence, use of advocacy and reasoning.

**Presentation #3:** The third presentation will be the delivery of a persuasive message of the student's creation. Students will use a summary of a strategic communication messages from a symbolic interaction perspective (including the psychological and social significance of communication) to deliver a 10 min persuasive speech using Monroe's motivated speech structure.

**Writing Assignment:** A five-page (2000 word minimum) written paper will also accompany the final presentation outlining the development of this persuasive message, sources used, and theories applied.

***Grading Criteria***

<u>Assignment</u>	<u>Points</u>
Exam 1	75
Exam 2	75
Exam 3	75
Presentation 1	50
Presentation 2	50
Presentation 3	
Oral	75
Written	100
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Total Points	500

Course Grades will be assigned as follows:

500-450 points = A

449-400 points = B

399-350 points = C

349-300 points = D

299 and below = F

***Students with Disabilities***

CSU-Fresno makes reasonable accommodation to students with disabilities who have registered with the University. If you are in need of special assistance, please inform the appropriate offices and me immediately.

***Plagiarism and Cheating***

Plagiarism and cheating are no-no's. The University policies on plagiarism and cheating are located in the *Catalog* and the *Schedule of Courses*.

***Special GE Note:***

In order to receive GE credit, a student must achieve a grade of "C" or better.

***Tentative Schedule***

The following schedule is subject to change in the event of extenuating circumstances.

<b><i>Week</i></b>	<b><i>Dates</i></b>	<b><i>Topic</i></b>	<b><i>Assignment</i></b>
1	Today-Thursday	Intro to course	Read Preface
2	T-Th (9/2-9/4) <i>Applied skill:</i>	Communication & Persuasion <i>Public Speaking Structure</i>	Chapter 1
3	T-Th (9/9-9/11) <i>Applied skill:</i>	Attitudes & Beliefs <i>Organizing Speeches/Use of Evidence</i>	Chapter 2
4	T-Th (9/16-9/18) <i>Applied skill:</i>	Message Learning Theory <i>Transitions &amp; Signposting</i>	Chapter 3
5	T-Th (9/23-9/25) <i>Applied skill:</i>	Attribution theory <i>Using Visual Aids</i>	Chapter 4
6	T (9/30) Th (10/2)	Exam 1 Presentation #1	
7	T-Th (10/7-10/9) <i>Applied skill:</i>	Source Characteristics <i>Evaluating a Speech</i>	Chapter 5
8	T-Th (10/14-10/16) <i>Applied skill:</i>	Individual Response <i>Structure Persuasive Spchs.</i>	Chapter 7
9	T (10/21) Th (10/23)	Presentation #2 Group Response	Chapter 8
10	T (10/28-10/30)	Nonverbal & Credibility	Chapter 9
11	T (11/4) Th (11/6)	Exam 2 Persuasion in Interpersonal	Chapter 10



<i>Week</i>	<i>Dates</i>	<i>Topic</i>	<i>Assignment</i>
12	T-Th (11/11-11/13) <i>Applied Skill: Fine-tuning Speaking Skills</i>	Conflict	Chapter 11
13	T-Th (11/18-11/20)	Organizational	Chapter 12
14	T (11/25) Th (11/27)	Campaigns Thanksgiving	Chapter 13 No Class
15	T-Th (12/2-12/4)	Campaigns (cont.) & Social Change	Chapters 13 & 14
16	T (12/9) T-Th (12/9-12/11)	PAPER DUE Presentation #3	PAPER DUE (T)
Finals Week	T (12/16) 8:45-10:45	Exam 3	