SEMESTER AT SEA COURSE SYLLABUS

Voyage: Spring 2013
Discipline: Media Studies
SEMS 3500-107: Theory and Practice of Persuasion
Upper Division
Faculty Name: Emily Acosta Lewis
Pre-requisites: none

COURSE DESCRIPTION
This course introduces theoretical and applied issues in the study of interpersonal persuasion and persuasion campaigns. It is a theory-based examination of the role of communication in attitude formation and planned social change. It presents a broad overview of the area with an emphasis on theory in the creation and consumption of persuasive messages. As a supplement to theoretical learning, you will create a prosocial persuasion campaign.

COURSE OBJECTIVES
- Provide students with a working knowledge of persuasion theories
- Give students the tools to analyze messages based on these theories
- Help students craft messages utilizing principles from these theories
- Familiarize students with differences in persuasion on a global level
- Help students become more critical consumers of persuasive messages and campaigns

REQUIRED TEXTBOOKS
AUTHOR: Richard M. Perloff
TITLE: The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*
PUBLISHER: Routledge
ISBN #: 0415805678
*available digitally and for rental on Amazon

AUTHOR: Anthony Pratkanis & Elliot Aronson
TITLE: Age of Propaganda: The Everyday Use and Abuse of Persuasion
PUBLISHER: Holt
ISBN #: 0805074031
DATE/EDITION: 2001

AUTHOR: Dale Carnegie
TITLE: How to Win Friends and Influence People*
PUBLISHER: Simon and Schuster
ISBN #: 1439167346
DATE/EDITION: 2009
*available digitally on Amazon
TOPICAL OUTLINE OF COURSE

Class 1  Introduction, syllabus review, assignments, and expectations  
Readings: Perloff, Chapter 1; Carnegie preface, pages xi-1

Class 2  Background in Persuasion; introduction to automatic compliance  
Readings: Propaganda, Chapter 2; Carnegie, pages 1-32

Class 3  Communication campaigns  
Readings: Perloff, Chapter 12

Class 4  Social proof and attitude change  
Readings: Propaganda, Chapter 33; Carnegie, pages 33-68

Class 5  Attitude definition and characteristics; Discuss persuasion in Japan  
Readings: Perloff, Chapter 2

Class 6  Attitude functions; Theory of reasoned action; Mini-exam 1  
Readings: Perloff, Chapter 3

Class 7  Attitude measurement; Discuss persuasion in China  
Readings: Perloff, Chapter 4

Class 8  Elaboration Likelihood Model; Discuss persuasion in Vietnam  
Readings: Perloff, Chapter 5; Propaganda, Chapter 3

Class 9  Heuristic Systematic Model; Reciprocity; Discuss persuasion in Singapore  
Readings: Propaganda, Chapter 38; Propaganda, Chapter 21; Carnegie, pages 69-98

Class 10  Source factors in persuasion  
Readings: Perloff, Chapter 6; Propaganda, Chapter 12; Propaganda, Chapter 15

Class 11  Authority & Credibility; Discuss persuasion in Burma  
Readings: Propaganda, Chapter 25; Carnegie, pages 99-142

Class 12  Liking and similarity; Discuss persuasion in India  
Readings: Carnegie, pages 143-186

Class 13  Scarcity  
Readings: Propaganda, Chapter 30; Carnegie, pages 187-216

Class 14  Fear appeals; Mini-exam 2  
Readings: Perloff, Chapter 7; Propaganda, Chapter 24

Class 15  Guilt appeals; Discuss persuasion in Mauritius  
Readings: Propaganda, Chapter 26; Carnegie, pages 217-250

Class 16  Personality and persuasion; Cognitive dissonance
Readings: Perloff, Chapter 8

Class 17 Cognitive dissonance; Discuss persuasion in South Africa
Readings: Perloff, Chapter 9; Propaganda, Chapter 4

Class 18 Commitment and consistency; Compliance gaining
Readings: Perloff, Chapter 10

Class 19 Subliminal persuasion; Discuss persuasion in Ghana & Morocco
Readings: Perloff, Chapter 11; Propaganda, Chapter 34

Class 20 Class presentations (groups 1-4)

Class 21 Class presentations (groups 5-8)

Class 22 Class presentations (groups 9-10); Final exam review

Class 23 Final Exam

FIELD WORK

FIELD LAB (At least 20 percent of the contact hours for each course, to be led by the instructor.)
The field lab will take place on the first day in port in Ho Chi Minh City, Rangoon, or Cochin (Kochi). Students will visit a local marketplace and spend time with local vendors. Students will be expected to interact with the vendors, analyze the persuasion techniques used by the vendors, and also use persuasion techniques that they have learned in class with the vendors. Students will then take time over lunch to discuss persuasion techniques used on them and that they used, the success of those techniques, and the difference between those techniques and those used in United States. Students will then be taken to a local non-profit organization where they will tour the facility, talk about persuasion techniques used to raise money, or get people to adopt certain practices, and learn about the most effective ways to persuade people.

METHODS OF EVALUATION / GRADING RUBRIC

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<thead>
<tr>
<th>Components</th>
<th>Number of Points</th>
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<tr>
<td>Field Assignments</td>
<td>25</td>
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<tr>
<td>Field lab paper</td>
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<td>Communication analysis</td>
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<td>Compare/Contrast paper</td>
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Assignments and participation

**Persuasion campaign.** This assignment is an individual or group project focused on the design of a pro-social persuasion campaign that applies the theories and topics covered in class to a real world setting in a country that we're visiting. You need to choose a pro-social issue that is relevant to that particular country and come up with a campaign based on course concepts, including a final product (e.g. brochure, poster, video, etc.). You and your group members will be responsible for making one 15-20 minute presentation summarizing your campaign and presenting your final product to the class. You will also write a 6-8 page paper as a group detailing the campaign. You should use the theories discussed in the course as the framework for your campaign. Presentations will be given during classes 21, 22, and 23.

**Written assignments.** The written assignments for this class are designed to work together to help you learn how to research and develop critical arguments about how and why we use media the way we do. All papers must be typed, spell-checked, proofread, and neatly printed. No hand-written assignment will be accepted. In your papers, you must properly attribute the work(s) that you refer to, following APA style.

**Field Assignments.** You will have three types of field assignments for this course. The first report will be a 4-page response paper where you discuss what you learned from the field lab and use theories from class to evaluate the activities from that particular port. The second assignment is a 2-page communication analysis. For this assignment, you will choose one piece of persuasive communication (you must include a photo or hard copy of this material) from one of the countries that we visit (not including the field lab port). You will analyze this piece of communication using theories from the course. The third assignment will be a 4-page analysis where you compare persuasive communication (e.g. a sales pitch, an advertisement etc.) in a country we visit to a similar persuasive communication in the United States. You can either build on your communication analysis for this assignment (you would turn in one 6 page paper instead of a 2 page paper and a 4 page paper) or you can write this on a new topic/country.

**Participation.** Your participation grade will be assigned based on both the amount and quality of your participation in class. You may lose points on your participation grade for unexcused absences, regular tardiness, and disrespect of other students. Also: if you never speak up in class, you cannot expect to receive full points for participation.

**RESERVE LIBRARY LIST**

AUTHOR: Robert. B. Cialdini
TITLE: Influence: The Psychology of Persuasion
PUBLISHER: Harper Business
ISBN #: 006124189X
DATE/EDITION: 2006

AUTHOR: Robert. B. Cialdini
TITLE: Influence: Science and Practice
PUBLISHER: Prentice Hall
ISBN #: 0205609996
DATE/EDITION: 5th, 2008

HONOR CODE
Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University’s honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager’s Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: “On my honor as a student, I pledge that I have neither given nor received aid on this assignment.” The pledge must be signed, or, in the case of an electronic file, signed “[signed].”