

SEMS 3500-107: Theory and Practice of Persuasion
Spring 2013
(B Days, 0800-0915)

Discipline: Media Studies

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

DATE/EDITION: 4th edition, 2010

*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/Date	Topic
B1: Jan. 12	Introduction, syllabus review, assignments, and expectations Readings: Perloff, Chapter 1; Carnegie preface, pages xi-1
B2: Jan. 14	Background in Persuasion; introduction to automatic compliance Readings: Propaganda, Chapter 2; Carnegie, pages 1-32
B3: Jan. 18	Communication campaigns Readings: Perloff, Chapter 12
B4: Jan. 20	Social proof and attitude change Readings: Propaganda, Chapter 33; Carnegie, pages 33-68
B5: Jan. 24	Attitude definition and characteristics; Discuss persuasion in Japan Readings: Perloff, Chapter 2
B6: Jan. 26	Attitude functions; Theory of reasoned action; Mini-exam 1 Readings: Perloff, Chapter 3
B7: Feb. 2	Attitude measurement; Discuss persuasion in China Readings: Perloff, Chapter 4
B8: Feb. 10	Elaboration Likelihood Model; Discuss persuasion in Vietnam Readings: Perloff, Chapter 5; Propaganda, Chapter 3
B9: Feb. 18	Heuristic Systematic Model; Reciprocity; Discuss persuasion in Singapore Readings: Propaganda, Chapter 38; Propaganda, Chapter 21; Carnegie, pages 69-98
B10: Feb. 22	Source factors in persuasion Readings: Perloff, Chapter 6; Propaganda, Chapter 12; Propaganda, Chapter 15
B11: Feb. 24	Authority & Credibility; Discuss persuasion in Burma Readings: Propaganda, Chapter 25; Carnegie, pages 99-142
B12: Mar. 3	Liking and similarity; Discuss persuasion in India Readings: Carnegie, pages 143-186
B13: Mar. 12	Scarcity Readings: Propaganda, Chapter 30; Carnegie, pages 187-216
B14: Mar. 14	Fear appeals; Mini-exam 2 Readings: Perloff, Chapter 7; Propaganda, Chapter 24
B15: Mar. 17	Guilt appeals; Discuss persuasion in Mauritius; field lab paper due

Readings: Propaganda, Chapter 26; Carnegie, pages 217-250

- B16: Mar. 20 Personality and persuasion; Cognitive dissonance
Readings: Perloff, Chapter 8
- B17: Mar. 23 Cognitive dissonance; Discuss persuasion in South Africa
Readings: Perloff, Chapter 9; Propaganda, Chapter 4
- B18: Mar. 31 Commitment and consistency; Compliance gaining
Readings: Perloff, Chapter 10
- B19: Apr. 2 Subliminal persuasion; Discuss persuasion in Ghana & Morocco; **group papers due**
Readings: Perloff, Chapter 11; Propaganda, Chapter 34
- B20: Apr. 5 Class presentations (groups 1-2); Final exam review
- B21: Apr. 12 **Final Exam**
- B22: Apr. 15 Class presentations (groups 3-6)
- B23: Apr. 23 Class presentations (groups 7-10)

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 Rangoon, Myanmar (Burma), which will be Monday, February, 25 and is absolutely mandatory. Students will be briefed on ship about the day's activities, expectations, and details about assignments. Students will then 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 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.

Academic Objectives:

- learn about persuasion techniques used in marketplaces in Myanmar
- have the opportunity to practice persuasion techniques in a real-world setting
- learn about persuasion techniques used by a local non-profit company

METHODS OF EVALUATION / GRADING RUBRIC

Components	Number of Points
Field Assignments	30
Field lab paper	10
Communication analysis	5
Compare/Contrast paper	5
Journal entries	10
Mini exams	20
Class 6	10
Class 12	10
Final Exam	20
Persuasion campaign	20
Participation	10
Total	100

Assignments and participation

Persuasion campaign. This assignment is a 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 are 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. You must also include a final product (e.g. brochure, poster, video, mock-up of product, 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 5-7 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 20, 22, and 23 and the paper is due during class 19.

Written assignments. The written assignments for this class are designed to work together to help you learn how to evaluate persuasive communication and learn how we use persuasion in our everyday lives. All papers must be typed, spell-checked, and proofread. 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 in Myanmar. The field lab paper is due by class 15. 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. You will analyze this piece of communication using theories from the course. The third assignment will be a 2-page analysis where you compare persuasive communication (e.g. a sales pitch, an advertisement etc.) in a country we visit (not including Myanmar) 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 4-page paper instead of two 2-page papers) or you can write this on a new topic/country. The communication analysis and compare/contrast papers are due within two class periods of leaving the port of selection. If you do these

assignments as one paper, it is due within three class periods of leaving the port of selection. Both the communication analysis and compare/contrast papers must be turned in by class 16 (which means you cannot use Mauritius, South Africa, Ghana or Morocco for these assignments).

Journal entries. Another component of this course will be keeping a digital journal about your experiences related to persuasive media (media and new media) on the ship. You should think critically about your lack of advertisement exposure while on the ship. You can talk about things that surprised you about being disconnected; how much time you spent in port with media and new media; feelings you have etc. You will need to write 10 journal entries throughout the semester on a somewhat weekly basis. The following are the due dates for the entries: B3; B6; B7; B8; B11; B12; B14; B17; B19; B22.

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]."