

# COMM 021: INTRODUCTION TO PERSUASION

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**Originator**

Alejandro Jazan

**Justification / Rationale**

For this course modification, the Communication Studies department would like to add hybrid modality. Moving forward post pandemic, offering different modalities will help students meet their scheduling needs. Furthermore, the course textbook, methods, and library resources have been updated as appropriate.

**Effective Term**

Fall 2022

**Credit Status**

Credit - Degree Applicable

**Subject**

COMM - Communication Studies

**Course Number**

021

**Full Course Title**

Introduction to Persuasion

**Short Title**

INTRO TO PERSUASION

**Discipline****Disciplines List**

Communication Studies (Speech Communication)

**Modality**

Face-to-Face  
100% Online  
Hybrid

**Catalog Description**

This course examines historical and contemporary approaches to persuasive messages throughout time. The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of social influence as they relate to everyday life. It will also focus on the oral presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages. Significant speaking assignments are an integral part of the course.

**Schedule Description**

Students gain familiarity with findings from empirical investigations on persuasion and will learn about strategies and techniques of decision making relating to a wide variety of real-life communication contexts, situations, and settings. Rhetorical principles are discussed. Advisory: ENG 001A IGETC: 1C

**Lecture Units**

3

**Lecture Semester Hours**

54

**Lab Units**

0

**In-class Hours**

54

**Out-of-class Hours**

108

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

Advisory: ENG 001A

**Required Text and Other Instructional Materials****Resource Type**

Book

**Author**

Larson, C. U.

**Title**

Persuasion: Reception and Responsibility

**Edition**

13

**Publisher**

Cengage

**Year**

2013

**College Level**

Yes

**Flesch-Kincaid Level**

12

**ISBN #**

978-1111349271

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**Resource Type**

Book

**Open Educational Resource**

No

**Author**

Gass, R.H. Seiter, J.S.

**Title**

Persuasion, Social Influence, and Compliance Gaining

**Edition**

6th

**Publisher**

Allyn Bacon

**Year**

2018

**College Level**

Yes

**Flesch-Kincaid Level**

12

**ISBN #**

978-1138630611

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**Class Size Maximum**

30

**Entrance Skills**

Demonstrate critical thinking skills when reading, composing and participating in class discussions.

**Requisite Course Objectives**

ENG 001A-Participate in the process of developing texts in collaborative and individual settings.

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**Entrance Skills**

Demonstrate an arguable thesis and evidence from a variety of types of sources." Edit the course content to read "French and Raven's.

**Requisite Course Objectives**

ENG 001A-Read, analyze, and interpret varied texts (i.e. literature, digital forms, visual).

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**Entrance Skills**

Develop, organize and express complex ideas in both expository and research papers.

**Requisite Course Objectives**

ENG 001A-Write essays with varied strategies, including persuasive essays, with a arguable theses and evidence from a variety types of sources.

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**Entrance Skills**

Compose expository responses to complex readings.

**Requisite Course Objectives**

ENG 001A-Develop ideas coherently in writing through the drafting process.

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**Course Content**

1. Classical and Contemporary Theories
2. Classical and Contemporary Persuasive Message Design: May include e.g. ethos, pathos, logos, attitude formation and change, compliance-gaining, French and Raven's Five Bases of Power and other relevant theories of persuasion.
3. Classical and Contemporary Persuasive Practices: Using influence strategies for change in various contexts. May use various technologies e.g. social media and becoming critical consumers of persuasion.
4. Perspectives on Ethics in Persuasion
5. Rhetorical principles

**Course Objectives**

	Objectives
Objective 1	Explain and apply the basic concepts and theories of persuasive communication.
Objective 2	Differentiate between ethical and unethical means of influence such as manipulation, coercion, and propaganda.
Objective 3	Develop ethical persuasive messages directed toward a specific audience.

**Student Learning Outcomes**

**Upon satisfactory completion of this course, students will be able to:**

- |           |   |
|-----------|---|
| Outcome 1 | Construct and deliver ethical persuasive messages.                            |
| Outcome 2 | Analyze decision making processes in the context of interpersonal persuasion. |
| Outcome 3 | Apply arguments and evidence to persuasive appeals.                           |

**Methods of Instruction**

Method	Please provide a description or examples of how each instructional method will be used in this course.
Activity	Students will participate in experiential class activities to further discuss the course concepts.
Technology-based instruction	This class will use Canvas and other technologically-based instruction to help students maximize learning potential.
Self-exploration	Students will use deep reflection with self to explore confusing course concepts that are relatable to themselves.
Role Playing	Students will engage in role-playing experiential group learning activities to further apply course concepts.
Participation	Students will engage in active class participation by engaging in discussions and reflections, and learning activities.
Observation	Students will learn by observation by watching different examples of persuasive techniques and apply these techniques in real-life examples.
Lecture	The instructor will offer short didactic lectures to help students understand the course concepts in addition to short videos.
Experiential	There will be seamless experiential learning activities in the class to help those students who learn from different learning perspectives.
Discussion	This class will utilize discussions in person and online to allow students the opportunity to learn from themselves and each other.
Demonstration, Repetition/Practice	Demonstration, repetition, and practice will be used to help students solidify course concepts for assignments and inclass assessments.
Collaborative/Team	End of semester assignments will be designed as a team effort to maximize student engagement.

**Methods of Evaluation**

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Students will evaluate theories and course concepts to prepare college-level essays with primary sources.	In and Out of Class
Oral and practical examination	Students will practice individually and in groups to review subject matter concepts and theories.	In and Out of Class
Student participation/contribution	Students will actively participate in experiential group activities to learn together and from each other.	In and Out of Class
Mid-term and final evaluations	There will be a formal midterm and final exam where students can demonstrate their knowledge of the subject matter.	In and Out of Class
Group activity participation/observation	Students will work in groups to synergize about the subject matter and actively participate in a group context.	In and Out of Class
Presentations/student demonstration observations	Students will present oral speeches to hone their public speaking communication skills.	In and Out of Class
Field/physical activity observations	Students will work together to apply course concepts to real-world observations.	In and Out of Class
Self-paced testing	Students will use canvas to work on their examinations at their own pace.	In and Out of Class

Written homework	Homework will be provided in class to allow students opportunities to write and reflect.	In and Out of Class
Other	Faculty supervised, faculty evaluated formal speaking assignments in front of other listeners.	In and Out of Class

### Assignments

#### Other In-class Assignments

1. Participation in class discussions.
2. Oral presentations.
3. Parliamentary debates.
4. Faculty supervised and faculty evaluated oral presentations in front of other listeners.

#### Other Out-of-class Assignments

1. Read textbook.
2. Journal entries.
3. Student critiques of video and written scenarios.
4. Research papers.

#### Grade Methods

Letter Grade Only

### Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

#### Online %

50%

#### On-campus %

50%

### Instructional Materials and Resources

**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

In addition to the college's Learning Management System (LMS), students will also use the library databases to conduct scholarly research. Students doing scholarly research off-campus will need to input their College of the Desert username and password to help protect student data security.

**If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.**

Using the electronic databases that the library offers will help students hone their academic research skills. Learning how to do academic scholarly research through our library databases will be invaluable for completing student assignments and further learning.

### Effective Student/Faculty Contact

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

#### Within Course Management System:

- Discussion forums with substantive instructor participation
- Online quizzes and examinations
- Private messages
- Regular virtual office hours
- Timely feedback and return of student work as specified in the syllabus
- Video or audio feedback
- Weekly announcements

#### External to Course Management System:

- Direct e-mail
- Synchronous audio/video
- Telephone contact/voicemail

**For hybrid courses:**

Field trips  
Library workshops  
Orientation, study, and/or review sessions  
Scheduled Face-to-Face group or individual meetings  
Supplemental seminar or study sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

In addition to meeting hybrid classes in person, the instructor plans to have a strong presence within the LMS system to promote true hybrid learning. Furthermore, for hybrid courses, the instructor plans to incorporate on-campus field trips to help further enhance student learning.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

Meeting with students face-to-face will provide invaluable learning opportunities for students. Furthermore, the instructor plans on connecting with other departments on campus and bring in guest speakers in class and online for a well-rounded hybrid learning experience.

**Other Information****Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

Adding a hybrid modality to this course will help students meet their educational needs moving forward post epidemic. Offering students the opportunity to meet on campus and online can help increase student enrollment and retention.

**Comparable Transfer Course Information****University System**

CSU

**Campus**

CSU Fresno

**Course Number**

COMM 7

**Course Title**

Persuasion

**Catalog Year**

2021-22

**Rationale**

CSU Fresno has articulated this course with a variety of California Community Colleges.

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**COD GE**

C4.B - Language and Rationality - Communication and Analytical Thinking

**CSU GE**

A1 - Oral Communication

**IGETC GE**

1C - Oral Communication (CSU Requirement Only)

**MIS Course Data****CIP Code**

09.0101 - Speech Communication and Rhetoric.

**TOP Code**

150600 - Speech Communication

**SAM Code**

E - Non-Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Transferable to both UC and CSU

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**C-ID**

COMM 190

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

11/02/2021

**Academic Senate Approval Date**

11/11/2021

**Board of Trustees Approval Date**

12/17/2021

**Chancellor's Office Approval Date**

01/12/2022

**Course Control Number**

CCC000575154

**Programs referencing this course**Liberal Arts: Arts, Humanities Communication Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=26>)Communication Studies AA-T Degree (<http://catalog.collegeofthedesert.eduundefined/?key=3>)