**Communication 400**

**Advanced Persuasion: Gaining Compliance**

**Spring 2017**

**Number of Units: 4**

**Tues, Thurs – 11:00 am to 12:20 pm**

**Section: 20614R**

**Location: ASC 230**

**Ken Sereno**

**ASC 202-C**

**(213) 740-3952 (work)**

**sereno@usc.edu**

**Office Hours:**

Tuesdays: 10:00-12:30

Wednesdays: 10:00-12:30; 2:00-3:30

Thursdays: 10:00-12:30

If you can’t make my office hours, we can arrange some other time.

**Texts:**

Cialdini, R. (2016) **Pre-Suasion: A revolutionary way to influence persuasion.** New York: Simon and Shuster.

Dolinski, D. (2016) **Techniques of social influence.** New York: Routledge.

Goldstein, N.J., Martin, S.J., and Cialdini, R.B. (2008) **Yes! 50 scientifically proven ways to be persuasive.** New York: Free Press.

**Top Hat:**

Top Hat is a web application that allows me to record attendance and that allows you to respond to Multiple Choice questions that I put on the screen using your laptop, iPad, tablet, iPhone, smart phone, flip phone, etc. **You must purchase a Top Hat account**, which you obtain from the Top Hat website. To obtain an account, go to:  **http://app.tophat.com.** Click on “Student Signup” and follow directions. Register for “Comm 400 Spring 2017.” Join code: **447391.** Please check out this Student Quick Start PDF: [**Student Quick Start PDF**](https://s3.amazonaws.com/thm-corporate/Support/Guides/Student+Quick+Start+Guide+(2015).pdf).  If you have any problems in purchasing an account or in using Top Hat during the semester, contact [**support@tophat.com**](mailto:support@tophat.com)**.**

**Course Description:**

This course focuses on the social scientific literature on persuasion. It looks at theories, variables, and research studies that explain persuasion processes and effects. It also examines practical suggestions for improving persuasiveness.

**Course Objectives:**

1. To have you gain an understanding of major theories, variables, and findings in the persuasion literature.

2. To have you consider ways in which you can apply the knowledge you’re

gaining to real-life situations.

**Grading:**

Reports 100 points

Analysis Paper 1 50 points

Analysis Paper 2 50 points

Team Project 200 points

**Attendance:**

The total number of classes you attend in which attendance is recorded by Top Hat will determine attendance. You have 20 points already awarded (5 percent of your course grade). You are allowed 2 unexcused absences. Starting with the 3rd unexcused absence, you will lose 4 points for every absence.

If you attend class but arrive after attendance has been recorded or if you have trouble submitting your attendance response because of connection difficulties speak with me at the end of class and send me a confirming email right away.

If you are absent because of an illness or other justifiable reason you must provide me with an official excuse.

**Participation:**

Your participation can raise your grade if your average is at the borderline between two grades.

You can participate by volunteering to answer substantive questions about content covered in the assigned readings. You should be able to describe the research studies that are discussed in the texts, be able to define and explain theoretic variables, and demonstrate how theoretic variables or strategies can be applied to real-life situations

**Students with Learning Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to Andrea or Poong as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday.

Website and contact information for DSP: <http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html>,

(213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) [ability@usc.edu](mailto:ability@usc.edu).

**Academic Integrity Policy:**

The following is the USC Annenberg School of Communication’s policy on academic integrity and repeated in the syllabus for every course in the school:

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, ([www.usc.edu/scampus](http://www.usc.edu/scampus) or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as Communication school administrators.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

**Tentative Class Schedule**

Jan. 10 Orientation

12 TBA

17 **Yes!** 2, 3, 4, 5, 6, 7

19 8, 9, 10, 11, 12, 13

24 14, 15, 16, 17, 18, 19

26 20, 21, 22, 23, 24, 25

31 26, 27, 28, 29, 30, 31

Feb. 2 32, 33, 34, 35, 36, 37

7 38, 39, 40, 41, 42, 43

9 44, 45, 46, 47, 48, 49, 50

14 TBA

16 TBA

21 TBA

**Analysis Paper 1 Due**

23 TBA

28 **Pre-Suasion** 1, 2, 3

Mar. 2 4, 5, 6

7 7, 8, 9

9 10, 11, 12

14 **Spring Recess**

16 **Spring Recess**

21 13, 14

23 **Analysis Paper 2 Due**

28 **Techniques** 1 **7**

30 2

Apr. 4 3

6 4

11 5

13 6

18 7

20 **Team Project Reports**

25 **Team Project Reports**

27 **Team Project Reports**

NOTE: The schedule may have to be changed.