

Communication 302
Persuasion
Fall 2013

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Office Hours:

Tuesdays: 10:00-11:30; 3:30-5:00
Wednesdays: 10:00-11:30; 1:30-3:30
Thursdays: 10:00-10:40; 3:30-5:00

If we haven't met, I'd like to get to know each of you. If you can't make my office hours, see me before or after class, or call or e-mail me, and we can arrange some other time. To those of you who might be intimidated, don't be. There's no pressure. We'll just say hello. I'll also answer questions you may have and address any concerns or special needs that you have.

Texts:

Cialdini, R.B. (2009) **Influence: Science and practice**. New York: Harper and Collins.

Gass, R.H. and Seiter, J.S. (2013) **Persuasion, social influence, and compliance gaining**. Boston: Allyn and Bacon.

Available in the USC Bookstore.

Also available at Amazon.com in Kindle and Paperback versions.

Top Hat:

Top Hat is an online application that allows you to respond to Multiple Choice questions that I put on the screen using your laptop, tablet, iPod, or cell phone. I also take attendance with Top Hat.

You must purchase a Top Hat account.

To obtain an account, go to <https://www.tophat.com>. Click on "Student Signup" and follow directions.

Register for "Comm 302 Fall 2013."

Course Description:

This course focuses on the social scientific literature on persuasion. It examines theories, variables, and research studies that explain persuasion processes and effects.

Course Objectives:

1. To have you gain an understanding of major theories, variables, and findings in the persuasion literature.
2. To have you gain experience in conducting empirical persuasion research.
3. To have you consider ways in which you can apply the knowledge you're gaining to real-life situations.

Grading:

Examination 1	100 points
Examination 2	100 points
Examination 3	100 points
Final Examination	100 points
Team Project	300 points

Examinations:

Each examination will consist of the following parts:

Multiple Choice/True-False	40-50 points (20-25 questions)
Short Answer	30-40 points (5-8 questions)
Essay	20 points (1 question)

Academic Integrity Policy:

The Annenberg School for Communication is committed to upholding the University's academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code to the Office of Student Conduct. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor.

Attendance and Participation:

Attendance and participation in Lectures will be recorded through Top Hat. You may earn a maximum of 35 points for attendance and participation (5 percent of course grade). Points you earn will be added to the total number of points you earn on the four exams and term paper. The number of points that you get will depend upon the percentage of lectures you attend, the number of correct responses you make and your participation in class discussions.

I expect you to be prepared to answer substantive questions about content covered in the assigned readings. I particularly expect you to be able to describe the research studies that are discussed in the texts. The quality of your participation will be recorded.

Your classroom participation will make a difference if your final grade is at the borderline between two grades. If both your attendance is excellent and your participation is superior I will likely raise your grade. If you have three or more unexcused absences I will not raise your grade even if your participation is superior. If your attendance and participation is below average I may lower your grade.

I will give surprise quizzes. Your performance on quizzes will give me additional information about your preparation for each class, which will help me in determining if I should raise your course grade should your final grade average be at the borderline between two grades.

Class Schedule

Aug.	27	Orientation
		Form Research Teams
	29	Research Project
Sept.	3	Research Project
		Group Roles and Rules Assignment Due
	5	Ch. 1 Weapons of Influence
	10	Ch. 2 Reciprocation
		Tentative Research Question Assignment Due
	12	Ch. 3 Consistency & Commitment
	17	Ch. 4 Social Proof
	19	Examination 1 (Chapters 1, 2, 3, & 4)
	24	Ch. 5 Liking
		Annotated Bibliography Assignment Due
	26	Ch. 6 Authority
Oct.	1	Ch. 7 Scarcity
	3	Ch. 8 Instant Influence
		Summary of State of Knowledge Assignment Due
	8	Examination 2 (Chapters 5, 6, 7, & 8)
	10	Ch. 1 Why Study Persuasion?

	15	Ch. 3 Attitudes and Attitude Measurement Revised Question & Hypotheses Assignment Due
	17	Ch. 4. Credibility
	22	Ch. 5 Communicator Characteristics & Persuasibility
	24	Continued Methodology Assignment Due
	29	Examination 3 (Chapters 1, 3, 4 & 5)
	31	SPSS
Nov.	5	SPSS
	7	Ch. 9 Structuring & Ordering of Messages
	12	Ch. 13 Motivational Appeals
	14	Ch. 14 Visual Persuasion
	19	Ch. 15 Esoteric Forms of Persuasion
	21	Oral Reports
	26	Oral Reports
	28	Thanksgiving Holiday
Dec.	3	Oral Reports
	5	Oral Reports Final Paper Due
	12	Final Examination (2:00-4:00) (Chpts. 9,13, 14 & 15)

NOTE: The schedule may have to be changed.