

**Communication 302
Persuasion
Fall 2018**

Number of Units: 4
Tues, Thurs – 2:00 pm to 3:20 pm
Section: 20465R
Location: Ann L105A

Ken Sereno
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Office Hours:

Tuesdays: 10:00-10:40; 3:30-5:00
Wednesdays: 10:00-12:30; 2:00-3:30
Thursdays: 10:00-10:40; 3:30-5:00

Please drop by and introduce yourself. 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. I'd like to get to know each of you personally.

Teaching Assistants:

Yomna Elsayed yelsayed@usc.edu
ASC G-4

Yao Sun yaosun@usc.edu
ASC G-4

Yuehan (Grace) Wang yuehanwa@usc.edu
ASC G-4

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 a web application that allows you to record your attendance, respond to Multiple Choice questions during my lectures and take your examinations using your laptop, tablet or mobile phone. To obtain an account, go to <https://www.tophat.com>. Click on "Student Signup" and follow directions. **You must purchase an account that costs \$29. You must also purchase Top Hat Test for \$10. Register for "COMM 302 (Fall 2018)." Join code: 318019**

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.

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:

Examination 1	100 points
Examination 2	100 points
Final Examination	100 points
Term Paper	100 points

Examinations:

Each examination will consist of the following parts:

True-False/Multiple Choice	40-50 points (20-25 questions)
Short Answer	30-36 points (3-5 questions)
Essay	20 points (1 question)

Final Examination:

The Final Examination will **not** be cumulative.

Term Paper:

The term paper assignment will be given to you in the middle of the semester. You will be asked to solve a problem directly relevant to college students using persuasion strategies that you have learned.

Attendance:

The total number of classes you attend in which attendance is recorded by Top Hat will determine attendance. You have 12 points already awarded. These points will be added to your total examination and term paper points at the end of the semester.

You are allowed 2 unexcused absences. Starting with the 3rd unexcused absence, you will lose 3 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, send me and your TA an email at the end of class indicating that you were in class but had difficulty connecting or came late. Briefly describe what I covered during the lecture to substantiate that you were in class.

If you are absent because of an illness or other justifiable reason you must provide an official excuse to your TA.

If you have a justifiable reason for missing an examination, you may take the make-up exam without a penalty (10 points for each school day after the scheduled exam).

If you know in advance that you will have to miss an examination (e.g., because of a religious holy day), let your TA know at least a week ahead of time.

Participation:

Your participation can raise your grade if your average is at the borderline between two grades (e.g., an 89 average).

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, define and explain theoretic variables, and demonstrate how theoretic variables or strategies can be applied to real-life situations.

When you participate, email your TA immediately after class. Describe your participation with specific detail. Your TA will keep a record of the number of times you participate in class.

Participate in 10 or more different lectures, and your course grade will be bumped to the next higher level.

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 your TA 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.

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 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.

Class Schedule

Aug	21		Orientation
	23	Ch. 1	Weapons of Influence
	28	Ch. 2	Reciprocation
	30	Ch. 3	Consistency & Commitment
Sept.	4		Continued
	6	Ch. 4	Social Proof
	11		Continued
	13	Ch. 5	Liking

	18 20	Ch. 6	Continued Authority
	25 27	Ch. 7	Scarcity Examination 1 (Chapters 1, 2, 3, 4, 5 & 6)
Oct.	2 4	Ch. 8	Instant Influence Term Paper Assignment Return Exam 1
	9 11	Ch. 1	Why Study Persuasion? TBA Malcolm Kushner
	16 18	Ch. 2 Ch. 3	What Constitutes Persuasion? Attitudes and Consistency
	23 25	Ch. 4	Continued Credibility
Nov.	30 1		TBA Examination 2 (Chapters 7, 8, 1, 2, 3 and 4)
	6 8	Ch. 5	Communicator Characteristics Continued Return Exam 2
	13	Ch. 7	Language and Persuasion

15	Cha. 9	Structuring and Ordering Messages
20	Ch. 13	Motivational Appeals
22		Term Paper Due Thanksgiving Holiday
27	Ch. 14	Visual Persuasion
29	Ch. 15	Esoteric Forms of Persuasion
Dec. 6		Final Examination (2:00-4:00) (Chapts. 5, 7, 9, 13, 14 & 15)

NOTE: The schedule may have to be changed.