

CJT 682: Communication and Persuasion

SPRING 2012

3:30-6:00 pm Mondays

223 EGJ

Instructor: Dr. Deanna Sellnow
310LCLI and 235 Grehan Hall
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257-2886

Grad Ass't: Kathryn (Katie) Anthony
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Office hours: By appointment

Course Description

An advanced course examining the literature in communication and attitude change. Issues in measurement, theory, and philosophical orientation are central. Covers communication broadly, including interpersonal, mediated, and mass communication.

Prerequisites:

Graduate standing in communications or consent of instructor.

Student Learning Outcomes:

After completing this course, students will be able to . . .

1. Describe different theoretical and methodological approaches to the study of persuasion various communication contexts.
2. Conduct systematic rhetorical analyses of various communication phenomena grounded in different theories.
3. Write theoretically and methodologically sound papers applying persuasive communication strategies.
4. Further develop and submit at least one paper for possible publication or presentation in a communication outlet (e.g., book chapter, journal, conference).

Required Materials/Readings:

Foss, S. K., (2009). *Rhetorical criticism: Exploration and practice* (4th ed.). Long Grove, IL: Waveland. ISBN: 1-57766-586-4 or 978-1-57766-586-1

Perloff, R. M. (2010). *The dynamics of persuasion: Communication and Attitudes in the 21st Century* (4th ed.). New York: Routledge. ISBN: 0-415-80-568-6

Sellnow, D. D. (2010). *The rhetorical power of popular culture: Considering mediated texts*. Thousand Oaks, CA: SAGE. ISBN: 978-1-4129—1541-0

Course Activities and Assignments:	Total Points:
<p>1. Rhetorical Analysis Application Papers (4 @ 30 ea.) These 4-5 page (1200-1500 words) papers examine an artifact according to the perspective assigned for the week.</p>	120
<p>2. Rhetorical Analysis Presentations (4 @ 20 ea.) These formal 4-6 minute presentations explain your analysis using appropriate presentational aids.</p>	80
<p>3. Rhetorical Artifact Examples (5 @ 4 ea.) Students are required to bring an example of each rhetorical perspective "in action" with a 300-500 word reflection/assessment of what aspect of the perspective it exemplifies.</p>	20
<p>4. Discussion Board Postings (8 @ 4 ea.) Students will provide well-thought postings (200 word minimum) based on the assigned readings that describe, elaborate, and evaluate on something they agree with, disagree with, or question in the readings.</p>	32
<p>5. Discussion Board Responses (16 @ 3 ea.) Students will provide well-thought responses (100 word minimum) to the postings of two classmates per set of readings.</p>	48
<p>6. Final Paper (100 points) This is a 15-20 page typed, double-spaced paper where you expand one of your application papers into a full rhetorical criticism that cites no fewer than 10 sources. You must submit your paper to a conference or journal to earn a grade for this paper.</p>	100
<p>7. Final Presentation (100 points) This is a 7-10 minute formal presentation with PPT slides converting your paper into an oral speech of professional conference caliber.</p>	100
TOTAL:	500

Course Grading

90 – 100% = A 80-89% = B 70-79% = C 60-69% = D 59% & below = E

Final Exam Information

April 30th, 10:30 a.m.

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Course Policies

Submission of Assignments:

Unless indicated specifically otherwise, all written assignments must be posted to the Blackboard shell by the due date and time. Students must complete all 10 assignments listed above to earn a passing grade in the course. Late assignments are not accepted without prior approval from the instructor of record (Dr. D. Sellnow).

Attendance Policy:

Because this course is highly discussion-oriented, attendance is mandatory. Penalties will be administered according to UK Senate Policy (see below):

Excused Absences:

Students need to notify the professor of record (Dr. D. Sellnow) of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor of record (Dr. D. Sellnow) in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences:

Students must verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity:

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Classroom Conduct/Behavior:

- (1) Cell Phones: Students are not to use cell phones during class time and are expected to turn them off or silence them. If extenuating circumstances exist, students must discuss them with the instructor of record (Dr. D. Sellnow) before class begins.
- (2) Laptops: Laptops are admissible as long as they are being used for note taking and other class-related assignments.

(3) Preparation: You are expected to come to class prepared by doing the readings and assignments as delineated in the schedule. Unprepared students may be asked to leave at the discretion of the instructor of record.

(4) Respect/Civility: First, come to class on time and do not leave early without prior permission to do so. Second, engage in classroom activities and discussions in ways that demonstrate respect for yourself and for others. This includes demonstrating sensitivity to inclusive bias-free language, offering support and encouragement to your peers, listening carefully to others before offering your opinions, and avoiding prejudice or hate speech in your remarks and behaviors. Finally, please be sure to talk to your instructor outside of class if anything that happens during class with your peers or instructors that bothers you.

Tentative Course Schedule

Date	Topic/Assignments Due	For Next Time
January 23	Course Overview The Nature of Persuasion Rhetorical & Social Scientific Approaches	Read: Foss Ch 1&2 Read: Sellnow Ch 1
January 30	Doing Rhetorical Criticism	Read: Foss Ch3 Read: Sellnow Ch 2
February 6	The Roots of Rhetorical Criticism (Neo-Aristotelian Perspectives)	Read: Foss Ch 9 Read: Sellnow Ch 3
February 13 February 20	Narrative Perspectives Papers and Presentations	Read: Foss Ch 4 & 10 Read: Sellnow Ch 4
February 27 March 5	Dramatistic Perspectives Papers and Presentations	Read: Foss Ch 7 Read: Sellnow Ch 5 & 6
March 19	Ideological Perspectives (Marxist, Feminist, Critical Cultural)	
March 26	Papers and Presentations	Read: Sellnow Ch 7
April 2 April 9	Illusion of Life Papers and Presentations	Assign: Final Papers Read: Sellnow Appendix Read: Perloff PART 1
April 16	Understanding and Measuring Attitude Change	Read: Perloff Ch 10, 11, 12
April 23	Persuasion in Context: Interpersonal, Organizational, Instructional, Advertising, Health	
April 30	Final Papers and Presentations Due (10:30 a.m.)	