

TITLE: THE POWER OF PERSUASION

LANGUAGE: English

TOTAL HOURS: 45 hours

CREDITS: 3 credits

SIS Course Codes: COMM 322

JU Course Code (will appear on JU Transcript as): COMM 322 Argumentation

DESCRIPTION

The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of social influence as they apply to everyday contexts in which influence attempts take place. Students should gain familiarity with findings from empirical investigations on persuasion, social influence, and compliance gaining, and will learn about strategies and techniques of persuasion relating to a wide variety of real-life communication contexts, situations, and cultural dimensions. The study abroad experience will be used to experientially examine and apply the material covered in class.

COURSE OBJECTIVES

By the end of the course, students will:

- Understand Cialdini's principles of persuasion
- Be familiar with cultural contributions to persuasion
- Be able to design a message utilizing principles from the theories covered in class
- Be able to analyze and understand the workings of a message from the perspective of the theories covered in class
- Become a (more) critical consumer of persuasive messages

METHODOLOGY

The course will use a combination of guided lectures, classroom interaction, and student presentations to integrate and reflect on theories and experiences.

EVALUATION

Attendance to classes is mandatory; poor attendance will affect the final grade of the students as well as the everyday participation grade.

The final grade consists of six different parts: class participation, class presentations, response papers (2), a mid-term exam and a final exam.

Class participation	15%
Class presentation	15%
Journal/forum/Photo Project	10%
Midterm written exam	20%
Final written exam	20%



Final paper

20%

Class Participation: Active class participation includes coming to class prepared and on time, having read the material for that day and show active reflection on that material, answering questions from the professor, generating questions and engaging in group activities using required reading for that day. Students are encouraged to express their opinions in class with the professor and the other students.

Exams: Both the midterm and the final exams may contain a mix of short answer and essay questions aimed to test the students' full comprehension of facts and the ability to argue his/her opinions based on class material. The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
- All telephones and electronic devices must be turned completely off during the exam.
- Students arriving later than 15 minutes will not be allowed into the classroom to take the examination, subject to the decision of the instructor.
- Should assistance be required, students will alert the instructor.
- Failure to follow these rules will automatically lead to failure of this examination.

Presentation: Each student will give a 15 minute class presentation where they will present an analysis of a persuasion example from their daily lives. This example could be from an advertisement, T.V. show, personal encounter, etc..

Response Papers: There will be two response papers due throughout the semester. Specific assignment criteria will be discussed in class.

FIELD STUDIES

Each course will include a minimum of 2 field studies. These field studies will be directly related to the course work, and may include visits to monuments, companies, government buildings, or museums.

ACADEMIC INTEGRITY

SIS programs foster critical thinking and intellectual development of its students. In doing so, SIS requires that students introduce their original thoughts, opinions, and ideas in all of their assignments with the support of cited sources. Any violations of academic integrity- such as cheating, plagiarism, self-plagiarism, academic misconduct, fabrication, misuse or misrepresentation of research, and noncompliance- may result in an automatic *F* or immediate dismissal from the program if the student falls below the minimum number of credits required for the term; 12 credits during the semester, or 3 hours during the summer.

Cheating: Any action that violates the rules and guidelines given by the instructor for submitting assignments or exams.



Plagiarism: Any action that presents the ideas, opinions, research, etc. of another as your own.

- Directly copying another's work without citing sources
 - Submitting another person's work into your own without properly citing the source(s) used.
 - Paraphrasing another person's work without providing appropriate citations
- Self-plagiarism- Submitting a piece of one's own work to receive credit for multiple assignments in one or more class.

Academic Misconduct: Any act that impedes or threatens the open exchange, expression, or flow of information or fair evaluation of students. This includes intimidation and complicity in any acts or attempts to interfere with the ethical and fair submission and evaluation of student work.

Fabrication: Providing inaccurate or false information, including research findings, quotes, and cited sources, etc. Non-compliance-Failure to comply with the values, objectives, and procedures contained in this policy.

As SIS is accredited by Jacksonville University, students are held accountable to JU's [Academic Integrity and Code of Conduct](https://drive.google.com/file/d/1PyZmN0EAH1o4bKVZdxVYKw-wdiwXewx/view) (https://drive.google.com/file/d/1PyZmN0EAH1o4bKVZdxVYKw-wdiwXewx/view). You are expected to read and understand the JU terms and regulations of Academic Misconduct.

ATTENDANCE POLICY

Semester: Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

Summer: Students are allowed TWO absences throughout the summer without penalty. Starting with the third absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

**January Term students are allowed TWO absences as well.*

COURSE CONTENT

Session	Content
1	Introduction to the Course expectations
2	Why Study Persuasion? (Gas and Seiter Chapter 1)
3	What Constitutes Persuasion? (Gas and Seiter Chapter 2)
4	Cialdini Chapters 1 and 2 : Weapons of Influence; Reciprocation

5	Reading: Gergen, K. J., Ellsworth, P., Maslach, C., & Seipel, M. (1975). Obligation, donor resources, and reactions to aid in three cultures. Journal of Personality and Social Psychology, 31(3), 390.
6	Response Paper Discussions
7	Cialdini Chapter 3: Commitment and Consistency
8	Reading: Cialdini, R. B., Wosinska, W., Barrett, D. W., Butner, J., & Gornik-Durose, M. (1999). Compliance with a request in two cultures: The differential influence of social proof and commitment/consistency on collectivists and individualists. Personality and Social Psychology Bulletin, 25(10), 1242-1253.
9	Mid-term Exam
10	Cialdini Chapter 4: Social proof
11	Reading: Bond, R., & Smith, P. B. (1996). Culture and conformity: A meta-analysis of studies using Asch's (1952b, 1956) line judgment task. Psychological bulletin, 119(1), 111.
12	Cialdini Chapter 5: Liking
13	Cialdini Chapter 6: Authority
14	Cialdini Chapter 7: Scarcity
15	Goldstein, Martine & Cialdini, Chapter 35: Which single word will strengthen your persuasion attempts?
16	Response Paper Discussions
17	Gas and Seiter Chapter 14: Visual Persuasion
18	Gas and Seiter Chapter 15: Esoteric Forms of Persuasion
19	Gas and Seiter Chapter 16: The ethics of Persuasion
20	Final Exam

****Number of sessions vary depending on term***

BIBLIOGRAPHY

Required Readings

- Robert Cialdini, Influence: Science and Practice
- Allyn and Bacon; 5th edition (August 8, 2008)

- Gas & Seiter, Social Influence and Compliance Gaining, Routledge;
- Chapter 1: "Why study persuasion?"

- Chapter 2: "What constitutes Persuasion?"
- Chapter 14: "Visual Persuasion"
- Chapter 15: "Esoteric Forms of Persuasion"
- Chapter 16: "The Ethic of Persuasion"

-Bond, R., & Smith, P. B. (1996). Culture and conformity: A meta-analysis of studies using -Asch's (1952b, 1956) line judgment task. *Psychological bulletin*, 119(1), 111.

-Goldstein, Martin, & Cialdini, Yes!: 50 Scientifically proven ways to be persuasive
Chapter 35: Which single word will strengthen your persuasion attempts?

-Cialdini, R. B., Wosinska, W., Barrett, D. W., Butner, J., & Gornik-Durose, M. (1999). -Compliance with a request in two cultures: The differential influence of social proof and commitment/consistency on collectivists and individualists. *Personality and Social Psychology Bulletin*, 25(10), 1242-1253.

-Gergen, K. J., Ellsworth, P., Maslach, C., & Seipel, M. (1975). Obligation, donor resources, and reactions to aid in three cultures. *Journal of Personality and Social Psychology*, 31(3), 390.

Recommended Readings

- Shantz, A., & Latham, G. (2011). The effect of primed goals on employee performance: Implications for human resource management. *Human Resource Management*, 50(2), 289-299.
- Robert Cialdini, Pre-Suasion: A revolutionary way to influence and persuade
Simon & Schuster (September 6, 2016)
- Goldstein, Martin, & Cialdini, Yes!: 50 Scientifically proven ways to be persuasive
Free Press; Reprint edition (December 29, 2009)