

**CMN 3100: Persuasion (3 credits)**  
**Spring 2019, Section 001, 3 credits**  
**1501 Buzzard Hall**  
**T/TH 11:00-12:15**

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**Dr. Marita Gronnvoll**

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**2534 Buzzard Hall**

**Office Hours: Monday, 12:00-2:00; Tuesday 12:30-1:30, Wednesday 1:00-2:00; by appointment**

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### **Catalog Description**

This class will study symbolic communication intended to influence beliefs, attitudes, values, and behaviors. The course will focus on the critical assessment of persuasive messages, with additional attention to the theories and research behind persuasive message construction.

### **Learning Objectives**

- 1) To become familiar with the nature of persuasive messages
- 2) To understand the rhetorical and media contexts in which persuasive messages appear
- 3) To acquire the theory-based methodological tools to study persuasive messages
- 4) To develop skills in criticism while analyzing mediated public discourse

### **Readings**

*Persuasion in the Media Age*, 3<sup>rd</sup> Edition, Timothy A. Borchers  
Additional readings uploaded to D2L

### **Policies**

**The Department of Communication Studies has published a document outlining student standards and expectations. All students are expected to be familiar with this document. It can be accessed by following this link: <http://www.eiu.edu/commstudies/standards.php>**

**Email Policy:** Email is a crucial tool for us to be able to communicate regarding class activities. Thus, there are expectations we all need to adhere to.

- 1) It is a University requirement that you check your email EVERYDAY. This is the only way that I, and the University community, have to communicate with you outside of class. Missing an important class announcement because you failed to check your email is not an excuse for missing deadlines or changes in class activities or assignments.
- 2) Check your syllabus for answers to questions before you email me. If I do not respond to an email it is likely because the information you seek is on the syllabus.

- 3) Because professionalism is a quality that employers claim is often lacking in college graduates, we will use this class to hone and refine these qualities. I expect all electronic communication to be civil, courteous, and professional. I will not respond to emails that do not include an appropriate greeting with MY name (Dr. or Professor Gronnvoll, not Mrs., Miss, or Ms.) and a sign-off with YOUR name. An email is not the same as a text or a tweet so please don't treat it that way.

**Preparation:** The success of this class is based in part on your willingness and ability to be a motivated self-starter by studying your texts, diligently working through the PowerPoint lectures, and managing your time with regard to written assignments, quizzes, and exams. It is important that you carefully and thoughtfully complete all reading assignments prior to the beginning of the lecture. You will be administered quizzes to determine your level of preparation.

**Academic Integrity:** Learning and teaching take place best in an atmosphere of intellectual freedom and openness. All members of the academic community are responsible for supporting freedom and openness through rigorous personal standards of honesty and fairness. Plagiarism and other forms of academic dishonesty undermine the very purpose of the university and diminish the value of an education.

Standard I. Eastern students observe the highest principles of academic integrity and support a campus environment conducive to scholarship.

Violations of this standard:

- A. Conduct in subversion of academic standards, such as cheating on examinations, *plagiarism*, collusion, misrepresentation or falsification of data.
- B. Theft or the unauthorized possession of examinations; alteration, theft, or destruction of the academic work of others, or academic records, library materials, laboratory materials, or other University equipment or property related to instructional matters or research.
- C. Submitting work previously presented in another course unless specifically permitted by the instructor.
- D. Conduct which disrupts the academic environment; disruption in classes, faculty offices, academic buildings, or computer facilities.
- E. Complicity with others in violations of this standard.

It just isn't worth it not to do your own work. If you are caught cheating or plagiarizing, you will fail the class, and every case of cheating and plagiarizing will be reported to the Office of Student Standards. Why take the chance?

**Texting, IM'ing, Social Media and stuff you know you shouldn't be doing during class:**

Electronic devices such as cell phones, laptop computers, and iPods have transformed our lives in many pervasive and positive ways. But, they have also become a serious issue in the classroom. Texting, surfing the Internet (i.e, Facebook, downloading music), and using earbuds shows great disrespect for me and for your fellow students who are distracted by this conduct. In keeping with this climate of respect, **please turn off all electronic devices before class begins. If you take notes on a laptop, I expect you to show respect for me and your classmates by not surfing the Internet or cruising social media during class.**

Trust me, you can disconnect from your friends for 75 minutes and nothing terrible will happen to you. If your friends cannot understand this, you need new friends.

**Grade disputes:** There are times when students receive a grade that they genuinely believe to be in error and/or unfair. Should this occur, there is a strict procedure that must be followed. First, we will abide by the “**24-hour rule.**” This means that after you’ve received the grade, you must reflect upon it for 24 hours before you attempt to e-mail me or talk to me about your grade. Second, after 24 hours have passed, you must e-mail me to request an appointment to talk to me on-line about your grade.

720-800=A  
640-719=B  
560-639=C  
480-559=D  
0-479=F

**After one week all grades are final!**

**A Note about Grades:** I realize that grades are a high priority for most students. Please be aware of where you stand throughout the semester. Do not wait until the last few days of the semester and then suddenly have a panic attack because your grade is not where you thought it would be. Once the semester is over, it’s over, and no more points will be allotted. I will not accept appeals for more points, or to be “bumped up” to the next letter grade. I do not curve grades.

**Students with Special Needs:** If you are a student with a documented disability in need of accommodation to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment. If you already have a letter from OSDS, please make sure that I am given a copy.

**The Student Success Center:** Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ([www.eiu.edu/~success](http://www.eiu.edu/~success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

**Booth Library:** Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to <http://library.eiu.edu> to explore library resources. Get expert help with your research by contacting the Booth Library reference librarians. Visit, call 581-6072, or go to <http://booth.eiu.edu/ask> to connect with a librarian.

**Public Service Announcement:** In this class, we will be heavily engaged in studying visual media and its effects. On occasion we will be viewing images that some may find exceptionally disturbing. I will do my part to alert students to the content of the images before they are displayed, so please do your part to protect yourself. If you are someone who is sensitive to violent or graphic imagery, for whatever reason, please take appropriate action prior to viewing the images to preserve your own well-being.

## Assignments

**Exams:** There will be three exams during the course of the semester. Each exam will include multiple choice, true/false, and matching vocabulary with definition. The first two exams are worth 100 points each; the final is worth 200. Total exam points for the semester: 400 points

**Quizzes:** You will be quizzed weekly on the class reading during the course of the semester. These quizzes will be completely random, meaning they may be held on either class day, and at any time during the class period. It is important to keep up on the assigned reading. You will not be able to pass the course without the completion of your weekly reading assignments, including reading the message board. You are expected to reinforce comprehension of the class material with studying your texts. Impromptu assessments are a way to measure your daily class preparation. You cannot make up the impromptu assessments; you must be present in class to obtain these points. The only exception to that rule is for university excused and documented absences (e.g., athletic events, ROTC, speech team, etc.). There will be sixteen impromptu quizzes, and the lowest grade will be dropped at the end of the semester. Because one quiz will be dropped, this should cover any random illnesses or other interferences that may keep you from attending one class. Total assessment points for the semester: 300 points/20 points per quiz

**Participation Portfolio:** In order to assess and evaluate your engagement with this course, you are required to keep a participation portfolio which will contain various in-class assignments. Your portfolio will be turned in 4 times throughout the semester, randomly, without prior warning. Please bring your portfolio with you to class every day, as not having it with you on the day(s) it is requested will not count as an acceptable excuse. Total: 100 points

**Extra Credit:** There will be no extra credit offered for this course.

## Daily Schedule

(Please note: Learning does not always occur according to schedule. Therefore, I reserve the right to alter the schedule and/or assignments as we progress through the semester.)

<u>Date</u>	<u>Class Topic</u>	<u>Reading Assignment</u>
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1/8	Introduction	
1/10	Persuasion: An Overview	Borchers ch. 1

### **Unit One: Theory, Ethics, and Culture**

1/15	Theories of Persuasion	Borchers ch. 2
1/17	Persuasion and Ethics	Borchers ch. 3
1/22	Media Influences	Borchers ch. 4
1/24	Audiences and Attitudes	Borchers ch. 5
1/29	Persuasion and Language	Borchers ch. 7
1/31	Persuasion and Culture	Borchers ch. 8

### **Unit Two: The Media and Democracy**

2/5	Film day: <i>Militainment, Inc.</i>	
2/7	News Media	Bennett (D2L)
2/12	<b>EXAM #1</b>	
2/14	Floating snow day	
2/19	Persuasion and Visual Images	Borchers ch. 6
2/21	Violent Images	Harold & DeLuca (D2L)
2/26	Considering the Source	Borchers ch. 9

### **Unit Three: Advertising**

2/28	Advertising and Persuasion	Borchers ch. 13
3/5	Motivational Appeals	Borchers ch. 11
3/7	Advertising is our Environment	Kilbourne ch. 2 (D2L)
3/11-3/15	<b>NO CLASS - SPRING BREAK</b>	
3/19	Advertising and Violence	Kilbourne ch. 12 (D2L)
3/21	We are the Product	Kilbourne ch. 1 (D2L)
3/26	The Corruption of Relationships	Kilbourne ch. 3 (D2L)
3/28	<b>EXAM #2</b>	

### **Unit Four: Persuasion on the Ground**

4/2	Persuasive Campaigns & Movements	Borchers ch. 12, pp. 321-330
4/4	Alternative Resistance	DeLuca (D2L)
4/9	Protest Songs	Stewart, Smith, & Denton (D2L)

4/11	Political Campaigns	Borchers ch. 12, pp. 330-351
4/16	Persuasion and PR	Miller (D2L)
4/18	Interpersonal Persuasion	Borchers ch. 14
4/23	Bodily Expressions	Chao (D2L)
4/25	Exam Review	

***FINAL EXAM, TUESDAY, APRIL 30, 2019, 2:45-4:45***