Course Revision

SPC 3100, Persuasion

1. Catalog Description
   a. SPC 3100
   b. Persuasion
   c. 3-0-3
   d. Terms to be offered: On Demand
   e. Short Title: Persuasion
   f. Course 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.
   g. Prerequisites: There are no prerequisites for this class.

2. Objectives and Evaluation of the Course
   a. Objective: This course is intended to familiarize students with theories and research pertaining to persuasive communication. Students will learn how to critically evaluate persuasive messages, as well as practice developing persuasive messages in an effort to gain a balanced understanding of the art of persuasion.
   b. This course is not a general education course.
   c. Assessment: Students will be assessed with the following measurements
      - 20% of the grade based on exams
      - 35% of the grade based on persuasive messages
      - 15% of the grade based on a combination of participation and quizzes
      - 30% of the grade based on assignments critically evaluating persuasive discourse.
   d. This course is not numbered between 4750-4999.

3. Outline of the Course: 15 weeks of 45 50-minute class periods
   Week One: Introduction to the course and to competing definitions of persuasion
   Week Two: Models of persuasion
   Week Three: Social Scientific theories of persuasion
   Week Four: Rhetorical approaches to persuasion
   Week Five: Assessment
   Week Six: Credibility and semiotics
   Week Seven: Reasoning
   Week Eight: Social Movements
   Week Nine: Audience Analysis
   Week Ten: Assessment
   Week Eleven: Issues of power and persuasion
   Week Twelve: Issues of power and persuasion
   Week Thirteen: Ethics and persuasion
   Week Fourteen: Student presentations
   Week Fifteen: Student presentations
4. Rationale  
   a. This is an existing course that is being changed from a 2000 level course to a 3000 level course. Persuasion is a central part of the discipline, and has obvious practical as well as philosophical value.  
   b. The change is intended to reflect an increase in the amount of material covered in the course, as well as to reflect a change in the difficulty level of the course. The department is lowering the percentage of the grade based on the construction of persuasive messages, and increasing the percentage of the grade based on more critical-theoretical skills.  
   c. This course is not similar to other courses in the department, the college, or the university.  
   d. Impact on program: The revised course will be required for Speech Communication majors in the Communication Studies, Corporate Communication, Public Relations, Media Studies, and Electronic Media Production options. It is also a requirement in the Advertising and Health Communication minors.

5. Implementation  
   a. This course can be taught by Drs. Miller, Perkins, Mills, Staske, and Hogg.  
   b. There will be no additional costs for students.  
   c. Texts:  
   d. Term to be first offered: Spring 2003

6. Community College Transfer  
   A community college course will not be judged equivalent to a 3000 or 4000 level course but may be accepted as a substitute. Upper-division credit will not be awarded.

7. Date approved by the department: April 8, 2002

8. Date approved by the College of Arts and Humanities Curriculum Committee: May 8, 2002

9. Date approved by CGS: _______________________

10. Date approved by CAA: _________________________