West Virginia University at Parkersburg

Uniform Course Syllabus

Communication Studies 404-Persuasive Communication

Credit Hours: 3

Scheduled hours per week
- Lecture: 3
- Lab: 0
- Other: 0

Catalog Course Description: Theory and research in persuasion, emphasizing a critical understanding and a working knowledge of select principles of speech communication upon changing attitudes, beliefs, values, and behavior.

Prerequisites: ENGL 101, 102, COMM 111

Corequisites: None

Course Learning Outcomes:
- Have a solid grounding in theories, principles, and strategies of social influence as they apply to everyday contexts in which influence attempts take place.
- Be familiar with findings from empirical investigations on persuasion, social influence, and compliance gaining.
- Identify strategies and techniques of persuasion related to real-life contexts.
- Define and explain strategies and techniques of persuasion relating to a wide variety of, situations and settings.
- Apply persuasion theory and current research to real-life contexts.

Topics to be studied:
- Ethics, influence, credibility, and deception
- Role of communicator characteristics in the process of persuading
- Strategies of persuasion
- Use of verbal and nonverbal communication
- Compliance gaining
- Current research in persuasion theory

<table>
<thead>
<tr>
<th>Relationship of Course to Discipline Learning Outcomes</th>
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<tbody>
<tr>
<td>Explain how ethics play a role in the communication process.</td>
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<tr>
<td>Recall the communication process.</td>
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<tr>
<td>Demonstrate an ability to select appropriate topics and language for public presentations.</td>
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<tr>
<td>Demonstrate an ability to conduct research.</td>
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</table>
Create complex messages in a variety of communication settings. X
Evaluate and critique one’s own and other’s communication in a variety of settings. X
Apply effective delivery skills in a variety of communication settings. X
Recall the historic background of mass media and contemporary media issues.
Summarize the theoretical underpinnings of mass communication.

Relationship of Course to General Education Learning Outcomes:

<table>
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<tr>
<th>Composition and Rhetoric</th>
<th>Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements. X</th>
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</thead>
<tbody>
<tr>
<td>Science &amp; Technology</td>
<td>Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.</td>
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<td>Mathematics &amp; Quantitative Skills</td>
<td>Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.</td>
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<td>Society, Diversity, &amp; Connections</td>
<td>Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication. X</td>
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<tr>
<td>Human Inquiry &amp; the Past</td>
<td>Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</td>
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<tr>
<td>The Arts &amp; Creativity</td>
<td>Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</td>
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Special projects or requirements of the course: N/A
Additional information: N/A

Prepared by: Mary Beth Held
Date: 10/10/2017