

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

Relationship of Course to Discipline Learning Outcomes	
Explain how ethics play a role in the communication process.	X
Recall the communication process.	X
Demonstrate an ability to select appropriate topics and language for public presentations.	X
Demonstrate an ability to conduct research.	X

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:	
Composition and Rhetoric 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
Science & Technology 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.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special projects or requirements of the course: N/A

Additional information: N/A

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Date: 10/10/2017