

# FLORIDA ATLANTIC UNIVERSITY™

## Undergraduate Programs—NEW COURSE PROPOSAL <sup>1</sup>

UUPC APPROVAL \_\_\_\_\_  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

DEPARTMENT: SCHOOL OF COMMUNICATION AND  
MULTIMEDIA STUDIES

COLLEGE: D. F. SCHMIDT COLLEGE OF ARTS AND LETTERS

**RECOMMENDED COURSE IDENTIFICATION:**

PREFIX SPC COURSE NUMBER 3542 LAB CODE (L or C) \_\_\_\_\_

(TO OBTAIN A COURSE NUMBER, CONTACT [RSHIMAN@FAU.EDU](mailto:RSHIMAN@FAU.EDU))

COMPLETE COURSE TITLE: RHETORICAL THEORIES OF PERSUASION

**EFFECTIVE DATE**

(first term course will be offered)

FALL 2013

CREDITS: <sup>2</sup>

3

**TEXTBOOK INFORMATION:**

- William Rogers. *Persuasion: Messages, Receivers, and Contexts* (Lanham, MD: Rowman & Littlefield, 2006), ISBN# 978-0-7425-3674-6.
- John D. Ramage. *Rhetoric: A User's Guide* (London: Pearson Longman, 2006), ISBN# 978-0-3212-0212-3.

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X PASS/FAIL \_\_\_\_\_ SATISFACTORY/UNSATISFACTORY \_\_\_\_\_

COURSE DESCRIPTION, NO MORE THAN THREE LINES: THIS COURSE IS DESIGNED TO INTRODUCE STUDENTS TO THE BROAD RANGE OF THEORETICAL PERSPECTIVES ON PERSUASION AS IT OPERATES TO STRUCTURE HUMAN RELATIONSHIPS, ATTITUDES AND PERCEPTIONS, AND CONSTITUTIVE VARIOUS CULTURAL FORMATIONS.

PREREQUISITES W/MINIMUM GRADE\*:

COM 2053 WITH GRADE OF "C"

COREQUISITES\*:

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)\*:

\*DEFAULT MINIMUM PASSING GRADE IS D-. PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: M.A. OR PH.D IN DISCIPLINE

WAC/GORDON RULE COURSE <sup>3</sup>

YES \_\_\_\_\_ NO X

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC)

GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION): <sup>4</sup>

- |   |   |
|---|---|
| <input type="checkbox"/> Written Communication    | <input type="checkbox"/> Society/Human Behavior |
| <input type="checkbox"/> Mathematics/Quant. Reas. | <input type="checkbox"/> Global Citizenship     |
| <input type="checkbox"/> Science/Natural World    | <input type="checkbox"/> Creative Expression    |

Must attach the appropriate General Education Course Approval Request:  
[www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php](http://www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php)

Faculty contact, email and complete phone number:

Bill Trapani, 7-2051

Please consult and list departments that might be affected by the new course and attach comments. <sup>5</sup>

Department of English consulted and permission received

Approved by:

Department Chair: \_\_\_\_\_

College Curriculum Chair: \_\_\_\_\_

College Dean: \_\_\_\_\_

UUPC Chair: \_\_\_\_\_

Undergraduate Studies Dean: \_\_\_\_\_

UFS President: \_\_\_\_\_

Provost: \_\_\_\_\_

Date:

1/31/13

1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist:  
[www.fau.edu/academic/registrar/UUPCinfo](http://www.fau.edu/academic/registrar/UUPCinfo)

2. Review Provost Memorandum:  
Definition of a Credit Hour  
[www.fau.edu/provost/files/Definition\\_Credit\\_Hour\\_Memo\\_2012.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf)

3. WAC approval (attach if necessary)

4. Gen. Ed. approval (attach if necessary)

5. Consent of affected departments (attach if necessary)

Andrew Furman

Actions

In response to the message from Noemi Marin, Tue 3:20 PM

To:

M

Noemi Marin

Cc:

M

William Trapani

Inbox

Wednesday, January 30, 2013 9:11 AM

Dear Noemi,

The Department of English has reviewed and supports the SPC 3542: *Rhetorical Theories of Persuasion* course, proposed by the School of Communications. We see no conflicts between this course and the Rhetoric and Composition curriculum that we offer to our English majors.

Yours,

Andrew Furman

Professor and Chair

Department of English

Florida Atlantic University

777 Glades Road

Boca Raton, FL 33431-0991

**SPC 3542: Rhetorical Theories of Persuasion (3 Credit Hours)**

[Semester]: CRN [#]

[Class Meeting Days & Time] in [Building & Room]

Professor: [Name]

E-mail: [E-mail Address]

Office: [Office Building & Number]

Office Phone: [Phone Number]

Office Hours: [Office Hours Days & Times], and by appointment

*Please review the following course description and policies carefully. Your enrollment in SPC 3542 constitutes your consent to abide by the following policies for this class. If you have questions or concerns about any of the following, please see me as soon as possible.*

**Course Description**

SPC 3542 counts toward the theory requirement of the BA in Communication Studies. It is designed to introduce students to the broad range of theoretical perspectives on persuasion as it operates to structure human relationships, shape attitudes and perspectives, and constitute cultural formations. Topics discussed over the course of the semester include message and receiver models of influence, audience and cultural analysis, qualitative and empirical perspectives, political persuasion, and media effects. Prerequisite: Undergraduate level COM 2053, minimum grade of C.

**Course Objectives**

SPC 3542 aims to develop a students' critical skills in analyzing and creating persuasive messages by exploring prominent theoretical perspectives developed by communication studies scholars. Over the course of the semester, students will learn theories of persuasion that illuminate the communicative processes underwriting everyday rhetorical interactions, political and cultural persuasion, advertising campaigns, and media effects. Course readings will focus on theoretical innovations to theories of persuasive production and analysis articulated in terms of their relationship to classical and contemporary rhetorical concepts. By the end of the semester, students will have mastered a broad range of theoretical perspectives on persuasion, applied those theories to real-world persuasive practices, and honed their abilities to construct and engage persuasive messages in future real-world encounters. The course objectives consist of the following:

- Students will develop theoretical understandings of the processes of human persuasion at work in the formation and content of messages, as well as their delivery to and reception by situated audiences.
- Students will gain experience applying theoretical knowledge to understand real-world persuasive practices, such as everyday rhetorical interactions, political and cultural persuasion, advertising campaigns, and media effects.
- Students will cultivate a nuanced understanding of communicative ethics as they are developed by rhetorical theorists studying persuasive speech and practices.

**Course Policies**

1. *Course Readings:* There are two required textbooks for SPC 3542:

- William Rogers. *Persuasion: Messages, Receivers, and Contexts* (Lanham, MD: Rowman & Littlefield, 2006), ISBN# 978-0-7425-3674-6.
- John D. Ramage. *Rhetoric: A User's Guide* (London: Pearson Longman, 2006), ISBN# 978-0-3212-0212-3.

Copies of these books are available to be purchased at the FAU campus bookstore or online through retailers like Amazon, Half.com, etc.

2. *Attendance*: I will call roll at the start of each class meeting in order to maintain an accurate attendance record. If you are late and miss roll, it is your responsibility to speak with me at the end of class to let me know you attended. If you do not let me know you came in late, you will be counted as absent for the day. Each time you come late to class, your attendance grade for the semester will be lowered by 1 point. Attendance grades are calculated as follows:

- 2 or fewer absences: 100 points
- 3 absences: 90 points
- 4 absences: 80 points
- 5 absences: 70 points
- 6 absences: 60 points
- 7 absences: 50 points
- 8 or more absences: 0 points

3. *Assignments*: Your course grade in SPC 3542 consists of attendance, regular reading journal entries, a final project proposal, a final project presentation, and a final project paper. These assignments count toward your final grade as follows:

- Attendance (100 points): See policy above.
- Reading Journal (400 points): This portion of the grade consists of biweekly informal reflections on assigned reading. Each journal entry should (a) identify a key theory or topic discussed in that biweekly period's assigned reading, and (b) relate it to a current example of your choice. Journal entries should 250-300 words and are due to Blackboard every other Friday at 11:59 p.m.
- Final Project Proposal (100 points): Your proposal will identify a contemporary persuasive campaign that you will research and analyze using the theories covered throughout the semester. The proposal will constitute an essay that describes the persuasive campaign, explains the theoretical perspectives that you will use to analyze it, and propose some preliminary conclusions your final project will draw. The proposal is due on [DATE]; specific assignment instructions will be posted to Blackboard early in the semester.
- Final Project Presentation (100 points): You will explain your final project in a brief presentation (7-10 minutes) in class on one of the four presentation days at the end of the semester. Your presentation should give a general summary of your final project and a detailed description of one part of the analysis presented in your final paper. Your grade will be based on the content and deliver of the presentation itself and your performance in the question-and-answer session that will follow each presentation. Specific assignment instructions will be posted to Blackboard early in the semester.
- Final Project Paper (300 points): Your final project paper will expand on the project you outlined in the proposal and address the revisions suggested in the question-and-answer session following your presentation. The final project paper should incorporate outside research about the persuasive campaign you have selected, and your analysis should be grounded in the theoretical perspectives covered in class. The paper will be 12-15 pages, well written, and formatted according to a designated style sheet (e.g., APA, MLA, or Chicago) guidelines, including those for source citations and works cited pages. The paper is due on [DATE]; specific assignment instructions will be posted to Blackboard early in the semester.

4. *Grading Scale*: Grades for each submitted assignment follow the standard A-F scale:

- A grade in the “A” range indicates work that is outstanding relative to basic course requirements.
- Work in the “B” range is significantly above basic course requirements, though it may not be outstanding in any or every regard.
- Work in the “C” range meets the basic course requirements in every respect.
- Work in the “D” range fails to meet the basic requirements but is minimally deserving of credit.
- “F” work indicates a failure to meet the basic requirements of the course, typically by failing to complete assignments or by violating fundamental university rules and regulations concerning academic integrity.

Please note that you *do not* automatically earn a passing grade simply by completing the assignment. By turning *something* in, you guarantee a grade better than zero; however, to earn a higher grade than that, it is the *quality* and not the mere *existence* of your work that counts.

5. *Final Grade Range*: Letter grades for the semester are calculated based on the following point ranges:

- |                       |                      |
|-----------------------|----------------------|
| • A = 940–1000 points | • C = 740–769 points |
| • A- = 900–939        | • C- = 700–739       |
| • B+ = 870–899        | • D+ = 670–699       |
| • B = 840–869         | • D = 640–669        |
| • B- = 800–839        | • D- = 600–639       |
| • C+ = 770–799        | • F = 0–599          |

6. *E-mail*: I will send out course announcements via Blackboard and university e-mail. You are responsible for checking your FAU e-mail on a regular basis (at least daily) and should clean out your e-mail inbox diligently to ensure all mail is delivered. FAU e-mail should never be auto-forwarded to another e-mail account. *No assignments will be accepted via e-mail.*

7. *Late Work*: Assignments may be turned in late up to 48 hours after the deadline. Assignments turned in within 24 hours of the deadline will receive a 10% grade deduction; assignments turned in between 24 and 48 hours after the deadline will receive a 20% grade deduction. No assignments will be accepted more than 48 hours after the deadline.

8. *Deadline Extensions*: You may only receive a deadline extension if you have made arrangements with me ahead of time *and* the extension is needed because of a university-approved and documented absence due to extraordinary circumstances.

9. *Academic Integrity*: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see the Code of Academic Integrity in the University Regulations at [http://www.fau.edu/regulations/chapter4/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf). In this course, the first academic integrity violation will result in a grade of zero points for the assignment. Any additional violations will result in an automatic F for the semester.

10. *Student Disabilities*: If you have a disability that requires special accommodations, I am happy to work with you to make arrangements to meet your needs. Please contact me within the first two weeks of the semester to do so. In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for

Students with Disabilities (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585) and follow all OSD procedures 561-297-0928.

11. *Technology*: No personal electronic devices (cell phones, laptops, recorders, iPads, etc.) may be used during class meetings. At the start of class, please be sure to silence all personal electronic devices and put them away.

12. *Recording Devices*: Unless a prior arrangement has been made with me, you may not make any audio or visual recordings of class sessions.

13. *Classroom Conduct*: Disruptive and disrespectful behavior will not be tolerated during class meetings, nor will any activity that potentially puts other students at risk. Students disturbing the class through their misconduct will be asked to leave immediately.

14. *Religious Holidays*: If you wish to be excused from coursework, class activities, or examinations because of a religious holiday, you must notify me in advance of your intention to participate in religious observation and request an excused absence. I will provide a reasonable opportunity to make up such excused absences. Please document all anticipated absences for religious observations with me within the first two weeks of the semester.

15. *Grades of Incomplete*: Grades of incomplete ("I") are reserved for students who are passing a course but have not completed all the required work because of exceptional circumstances. If you feel you will need an incomplete for the semester, please see me at your earliest opportunity to discuss whether your situation qualifies under the university's policy.

16. *Course Schedule*: The course schedule for the semester follows below. Next to each date, you will find the assigned reading that must be completed prior to coming to class. Due dates for assignments and exams are listed in red. In the event that I have to adjust the schedule (for example, because of weather-related university closings), I will update the schedule on Blackboard and send out a course announcement alerting everyone to the change.

### **Course Schedule**

#### *Week 1: Perspectives on Persuasive Communication*

[Date]: Welcome to SPC 3542!

[Date]: Read Ramage, chapter 1, "Introduction: The Way of Rhetoric"

#### *Week 2: Contemporary Rhetorical Perspectives: Identification and Persuasion*

[Date]: Read Ramage, chapter 2, "Rhetoric and Identity"

[Date]: Read Ramage, chapter 3, "Rhetoric and Persuasion"

#### *Week 3: Persuasive Language and Argument*

[Date]: Read Ramage, chapter 4, "An Introduction to Argument and the Rhetorical Situation"

[Date]: Read Ramage, chapter 5, "Stases and Toulmin"

#### *Week 4: Patterns of Perception in Persuasive Messages*

[Date]: Read Ramage, chapter 6, "Rhetoric and Interpretation"

[Date]: Read Ramage, chapter 7, "Rhetoric and Everyday"

*Week 5: Reception and Audiences*

[Date]: Read Rogers, chapter 1, "Messages and Influence: Introduction"

[Date]: Read Rogers, chapter 2, "Language and Communication"

*Week 6: Persuasive Content and Form*

[Date]: Read Rogers, chapter 3, "Persuasive Messages"

[Date]: Read Rogers, chapter 4, "Propaganda"  
Final Project Proposal due

*Week 7: Criteria for Ethical Persuasion and Argument*

[Date]: Read Rogers, chapter 5, "Argumentation"

[Date]: Read Rogers, chapter 6, "Ethics and Deception"

*Week 8: Persuasive Contexts*

[Date]: Read Rogers, chapter 7, "Understanding Audiences and Cultures"

[Date]: Read Rogers, chapter 8, "Needs, Emotions, Motivations, and Vulnerabilities"

*Week 9: Empirical Perspectives on Persuasion*

[Date]: Read Rogers, chapter 9, "Empirical Theories of Persuasion"

[Date]: Read Rogers, chapter 10, "Empirical Persuasion Research"

*Week 10: Political Persuasion*

[Date]: Read Rogers, chapter 11, "Verbal and Visual Rhetorical Theories"

[Date]: Read Rogers, chapter 12, "Persuasion and Politics"

*Week 11: Campaigns and Social Movements*

[Date]: Read Rogers, chapter 13, "Campaigns, Counterpublics, Movements, and Cults"

[Date]: Read Rogers, chapter 14, "The Media Influence: Advertising, News, Entertainment"

*Week 12: Skills for the Construction and Critique of Persuasion*

[Date]: Read Rogers, chapter 15, "Skills for Senders"

[Date]: Read Rogers, chapter 16, "Skills for Receivers"

*Week 13: Final Project Presentations*

[Date]: Final Project Presentations

[Date]: Final Project Presentations

*Week 14: Final Project Presentations*

[Date]: Final Project Presentations

[Date]: Final Project Presentations

*Week 15: Final Project Presentations*

[Date]: Final Project Presentations

[Date]: Final Project Presentations

*Final Exam Period*

[Date]: Final Project Presentations  
Final Paper due