

Communication 356 Introduction to Persuasion

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Office Hours: Mondays and Wednesdays 12:15-1:45, Tuesdays 11-12

Purpose of Course: Students should leave this course with a broad and deep understanding of persuasion and compliance gaining. They should be able to read academic persuasion literature and synthesize it. They can reach this goal by reading the source material, discussing it in class, and applying the course content and their own additional reading to their term paper.

Textbook: The textbook for course is:

Boster, F. J., & Carpenter, C. J. (2020). *Crucial Questions in Persuasion Research*. Cognella.

Additional Readings will be placed on western online and are listed in the schedule below.

Points:

30 References for paper

50 Outline of paper

100 Paper

20 Chapter Comments (4 points each)

100 Exam 1

100 Exam 2

400 Total

FINAL GRADES: 400-360=A
359-348=A-
347-332=B+
331-320=B
319-308=B-
307-292=C+
291-280=C
279-268=C-
267-252=D+
251-240=D
239-228=D-
227-0 =F

Western Online

This course will make use of WesternOnline. You are responsible for checking your WesternOnline account on a regular basis for announcements. If you need help activating or using your WesternOnline account please refer to the following resources:

Web Link to WesternOnline - <https://westernonline.wiu.edu>

For technical problems contact the Helpdesk: 309-298-2704 or email

Late Work Policy: Assignments turned in late will receive at 20% grade deduction per day they are late, including weekends and holidays. Deadlines can be adjusted if the professor is contacted in advance.

Students with disabilities: In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact the Disability Resource Center at 309-298-2512, disability@wiu.edu or in 143 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

Plagiarism:

Plagiarism will result in a zero in the course and university-level sanctions. If find that you cut and pasted passages from somewhere into your paper without putting the passage in quotations and citing the source, it counts as plagiarism. If you take a sentence from a source and only change one or two words, this still counts as plagiarism. You must use entirely your own phrasing to describe the studies in your term paper. This goes for **every** assignment you turn in.

Students may not turn in papers submitted for credit in other course for this course.

Plagiarism includes but is not limited to the following:

- Use of claims without proper citation.
- Use of text from another source with properly paraphrasing or quoting.
- Use of another individual's work.
- Use of work for another course presented as original work in this course.
- Use of another author's wording without proper quotation marks.
- Improper use of secondary citation – claiming to have read work that you have not

Students are expected to know and understand what constitutes plagiarism. For more info, see the WIU policy: <http://www.wiu.edu/policies/acintegrity.php>

Attendance Policy: If a student, for any reason, misses class, it is his or her responsibility to obtain notes from someone else in the class. The instructor's notes will NOT be available. Attendance is mandatory on exam days. Makeup exams will not be allowed without a legitimate (in the instructor's opinion) excuse. If you must miss an exam, it is *your* responsibility to inform the instructor *beforehand* and make the necessary arrangements. This policy will be strictly enforced. Religious observance is an acceptable excuse as long as the instructor is notified in advance.

Assignments:

References for Paper: The first page must a typed description of the topic you are planning on investigating and why it interests you. There will be a list of possible term paper topics posted on Western Online in the document for this assignment. If you wish to research a different topic, it must be approved by the professor. This section of the assignment only has to be a paragraph or two long.

Following that page, you must turn in 5 full pdfs of the quantitative, social scientific, academic journal articles that are reporting original research you are considering using for your term paper. If you are uncertain if an article meets those requirements please ask me in advance. There will be a list of suggested sources available in the assignment document on Western Online. This is NOT a group assignment. You each need to turn in your own separate set of five references if you are working in a group.

Outline of the Paper: To get all the points for this assignment you must provide an outline of no less than two pages of your planned final paper. You do not have to stick to this outline for your final paper as you will receive feedback on the outline that you should use to revise your outline for the final paper. You should indicate what you are planning on writing for each point on the outline posted on Western Online in the document concerning the term paper. I will provide feedback on these outlines that will help improve your chances of getting a good grade on the final. If you are in a group, you should only turn in ONE outline for the entire group.

Term Paper:

Option 1 (standard option): Summarize the research in a particular topic area related to this course using at least 5 academic articles reporting quantitative social scientific studies. This paper should be at least 5 pages long. It should conform to APA style. It should conclude with a lengthy section providing the critical insight into the research topic.

Option 2 (advanced option): Propose a persuasion study. This proposal should include the introduction and the methods section of a potential study in APA style. [Recommended for students seeking to pursue graduate studies who have already taken quantitative methods classes]

Term Paper as a Group Project: You may work in groups of up to four on the term paper. If there are three or four of you, each of you must produce three different articles for a total of nine (in a group of three) or twelve (in a group of four) in the final paper. If there are two of you, you must each produce four different articles for a total of eight in the final paper. If you are working by yourself, you need to have five different articles. For the initial References assignment, every group member needs to find five articles and turn in their own assignment. For the outline and term paper, only turn in one copy of the paper for the group.

Chapter Comments: You will be responsible for writing at least 200 words commenting on each of 5 of the 10 book chapters. Your comments can discuss readability, additional example suggestions, additional topics to cover in a chapter, and anything you think would make the chapter better for other undergraduate readers. If your last name starts with A-M you are responsible for writing a response to the odd numbered chapters. If your last name starts with N-Z you have the even numbered chapters. The due dates for each are on the syllabus.

Extra Credit Via Research Participation:

If you go to [HTTP://WWW.WIU.EDU/COFAC/COMMUNICATION/RESEARCH.PHP](http://www.wiu.edu/cofac/communication/research.php) you can see research participation opportunities that are currently available. For every 20 minutes of research credit you get, I'll add 1 point to your total points at the end of the semester. It

does not matter how long it takes you to finish a study, the points are awarded based on how long the researcher said it would take. You may do up to 120 minutes of research extra credit for this class. Do not take any survey twice. If you take a survey more than once, you will receive ZERO extra credit in the semester. Contact the participant pool administrator, [redacted] if you aren't sure if you got credit.

Exams: The Exams will each be composed of multiple choice and true/false questions.

Schedule:

Syllabus is subject to change with notice

	Topic	Reading	Assignment
13-Jan	Intro to the class		
15-Jan	Intro to Persuasion	Ch 1	
20-Jan	NO CLASS		
22-Jan	Compliance Gaining Techniques	Dillard & Knobloch	
27-Jan	Compliance Gaining Techniques		
29-Jan	Compliance Gaining Techniques		Ch 1 Comment
3-Feb	Argument Quality	Ch 2	
5-Feb	Dual-process models		
10-Feb	Dual-process models		Ch 2 Comment
12-Feb	Personality and Persuasiability	Ch 3	
17-Feb	Audience Adaptation		References Due
19-Feb	Audience Adaptation		Ch 3 Comment
24-Feb	Message Comprehension	Ch 4	
26-Feb	Source Credibility & Relationships		
2-Mar	Info Seeking & Selective Exposure		Ch 4 Comment
4-Mar	Review		
9-Mar	NO CLASS		
11-Mar	NO CLASS		
16-Mar	Exam 1		
18-Mar	The Buzz	Ch 5	
23-Mar	Opinion Leadership		Ch 5 Comment
25-Mar	Message Decay & Sleeper Effect	Ch 6	
30-Mar	NO CLASS		
1-Apr	Preventing Decay		Ch 6 Comment
6-Apr	Boomerange and SJT	Ch 7	
8-Apr	Preventing Boomerang		Ch 7 Comment
13-Apr	Temporarily Increasing Resistance	Ch 8	Outline Due
15-Apr	Resistance: Commitment to Attitudes		
20-Apr	Resistance: Inoculation Theory		Ch 8 Comment
22-Apr	Consistency	Ch 9	
27-Apr	Attitudes and Behavior		Ch 9 Comment
29-Apr	Conclusions about Persuasion	Ch 10	Term Paper Due
6-May	Exam 2 Wednesday 10-11:50AM		Ch 10 Comment