

**COMM 431: Persuasion Theory and Research**  
**Fall 2014**  
**Dr. Ann Bainbridge Frymier**  
**Miami University**

**TEXTBOOK:**

Frymier, A.B., & Nadler, M.K. (2013). *Persuasion: Integrating theory, research, and practice* (3<sup>rd</sup> ed.). Dubuque, IA: Kendall-Hunt.

**COURSE PURPOSE AND LEARNING OUTCOMES**

This course will focus on the integration of persuasion theory, research, and its practical application. This course will approach the study of persuasion from a social science perspective, utilizing research primarily from communication and social psychology. The primary goals of this course are to help you develop an understanding of persuasion theory, to become an ethical practitioner of persuasive messages, and to become an educated consumer of persuasive messages. This course will use a learner-centered approach which means that students are expected to be active participants and to take responsibility for their learning and development.

**COURSE REQUIREMENTS:**

- 1. Quizzes:** There will be 3 quizzes during the semester each worth 10 points for a total of 30 points for quizzes. Quizzes are cumulative and will be given during the first 10 minutes of class.
- 2. Persuasion Portfolio:** The Persuasion Portfolio is a collection of the work you have done throughout the semester and will consist of *activities* and *assignments*. Activities are done primarily done in class but will often require preparation prior to class or post-class finishing, and are graded ✓+, ✓, or ✓-. Assignments will often involve both in-class and out-of-class work and are each worth 20 points. The portfolio will be worth 150 points. More details will be provided at a later date.
- 3. Exams:** There will be two exams during the semester and a final exam. The semester exams are each worth 100 points. The final exam is worth 120 points will be given during finals week and will include content from the entire semester. Learning objectives for each test and the final will be provided to guide your studying.

**TENTATIVE SCHEDULE:**

<b>Week</b>	<b>Quiz</b>	<b>Topic</b>	<b>Read (before class)</b>
1		Introduction The Concept of Persuasion	Chapter 1
2		Attitude Formation & Measurement	Chapter 2
3		Attitude-Behavior Link	Chapter 3
4	Quiz 1	The Role of Theory Social Judgment Theory	Chapter 4 Chapter 5
5	Test 1	Cognitive Dissonance Theory	Chapter 6
6		Cognitive Dissonance Theory Self-Preparation Theory	Chapter 6 Chapter 7
7		Theory of Reasoned Action	Chapter 8
8	Quiz 2	Elaboration Likelihood Model	Chapter 9
9		Source Factors	Chapter 10
10		Source Factors Message Factors: Content & Style	Chapter 11
11		Message Factors: Content & Style	Chapter 11
12	Quiz 3	Message Factors: Tactics & Strategies	Chapter 12
13	Test 2		
14		Receiver & Channel Factors	Chapter 13
15	Persuasion Portfolio	Ethics	Chapter 14