ADGR778401  
Persuasion: Power and Influence in the Media Age  
Summer, 2014  
3 Credits

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Office Hours: 5:30 to 6:15 Tuesday & Thursday
Telephone: 617 552 6906
Schedule 6:30 to 9:45 Tuesday and Thursday  
Room: Gasson 202

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a worldview that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description
How do some people just seem to make things happen; how do they influence others, promote a change in mindset or direction? Persuasion influences decision-making. Course looks at the social, cultural and organizational aspects of persuasion; analyzes how the media influences attitudes and audiences, language and images. Students examine the reasoning, tools and techniques driving advertising, organizational practices, political campaigns and social movements and explore the influence and impact of social media.

Course Objectives
The student will demonstrate a knowledge of how persuasive tactics by the media differs across cultural settings and will learn the impact that media’s content impacts culture, gender, and age differences.

The student will demonstrate a knowledge of the ethical codes established by various media types and an awareness of how those codes are followed by the media.

The student will demonstrate an ability to apply the theories of persuasion to their own use of media. In addition, the student will demonstrate an awareness of how the content of the various media outlets utilizes these theories in order to become even more persuasive.

Grading
WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known, the Student Learning and Support Center in the O’Neill Library Computer Center will issue a new one. The SLSC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.
Important Policies
http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html
Written Work
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructor’s decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Disability Statement
Classroom accommodations will be provided for qualified students with documented disabilities. Students are invited to contact the Connors Family Learning Center office about accommodations for this course. Telephone appointments are available to students as needed. Appointments can be made by calling, 617-552-8903. You may also make an appointment in person. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

Attendance
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate's notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.
Deadlines
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

Tentative Schedule:
The dates posted in bold are days that we will meet in the classroom, the chapters assigned for those dates are in the textbook: Text “Persuasion in the Media Age” 3rd edition, by Timothy A. Borchers

Dates posted in italics are on-line dates in which we will have class via Canvas and discussions will centered around the articles and discussion topics listed for that date.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/Exercises/Experiences</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>7/1</td>
<td>Persuasive Theory</td>
<td>Chapters 2 and 3</td>
<td></td>
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<td>7/8</td>
<td>Ethical Persuasion and the Media</td>
<td>Visual Images and Language</td>
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<td></td>
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<td>“The Prime of Our Times? An examination of the ‘power’ of visual images” by David Domke, David Perlmutter and Meg Spratt,</td>
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<tr>
<td>7/17</td>
<td>Culture and Media Persuasion Advertising</td>
<td>Chapter 8 Chapter 13</td>
<td></td>
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7/24 Advertising Applied

7/29 Reasoning and Chapters 10
Motivational Appeals

Campaigns Chapters 11

7/31 Reasoning Applied

http://www.dokeefe.net/pub/okeefe98aa.pdf

“Teaching Argument: An Introduction to the Toulmin Model” by Charles Kneupper,

Campaigns Applied

“Framing Processes and Social Movements: An Overview and Assessment” by Robert D. Benford and David A. Snow, http://www.jstor.org/stable/223459


8/1 Final Reflections on the Media

Assignment Descriptions
The “Applied” work is an online discussion of the material covered in class. The material will be discussed in class with the discussion questions posted immediately after class so that students will have the necessary time to complete the assignment. Students will be asked to both apply the material to the media that effects them and to examine why the media is persuasive. This will be set up so that students will be able to reply to other student posts. The computer discussions are worth ten points each. Each discussion is worth 10 points.

On Line class through Canvas.
The daily schedule indicates, in italics, articles to be read prior to the on-line discussion. Each night we will discuss these articles with attention paid to the discussion of the theory found in each article and the application of that material to past and current media attempts to persuade. Each night various forms of media will be examined with regards to the ideas and content developed in each article. The total points for the discussions is 45 points.

The “Final Reflection” is a final paper that looks at the persuasive affect that one specific program has had on society. The program may be a specific type of program and may be from any type of media that is examined in the course. This is a summer long project examining the positive and negative affects of that program. For example, you may examine the role that a particular television advertising campaign has had on lifestyle choices; or you may examine the affect that twitter publication has had on society values and actions. The selection should be one that has had a persuasive affect on your life. The paper has a 6 to 10 page limit with a required use of five academic research articles to support the claims made concerning the persuasive nature of the media. The paper is worth 45 points.