

**PRINCIPLES OF PERSUASION  
CO 291  
SUMMER 2009  
R. Rosenthal**

**OFFICE:** 546 Campanella

**OFFICE HOURS:** 5:00 to 6:00 Tuesday

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**TEXTBOOK:** **Persuasion: Integrating Theory, Research, and Practice**  
By Frymier and Nadler

**COURSE OBJECTIVE:** During this semester theories on how and why humans are persuaded will be examined beginning with the ancient Greek concepts and ending with current theories. The theories will be applied to historical and current events in order to analyze why persuasion was or was not effective. Topics considered include: source credibility, message structure, belief systems, emotional appeals, motivational factors, cultural influences, and logical evidence as foundations for designing persuasive messages and campaigns.

**FINAL GRADE:** Your final grade will be determined using the following percentages:

Class Participation	15%
Short Papers	10%
Group Analysis	25%
Persuasive Presentation	25%
Examination	25%

## CLASS ASSIGNMENTS

**CLASS PARTICIPATION AND ASSIGNMENT:** The course is not a lecture only type of class. In order to fully grasp the concepts covered in class, students will be asked to discuss them by applying the theory to past and current events. We will examine these events by determining what types of persuasive applications were used and if they were used effectively. Thus, this grade is determined by your active participation in class, being in class without contributing is not considered participation.

**SHORT PAPERS:** Students are asked to apply the concepts covered in class to current events in three short paper assignments. The highest two grades will be used to calculate the final grade. Papers must be typed, and there is a four page maximum for each paper. Papers must be turned in or e-mailed by the end of the class on the day they are assigned, if you miss the deadline then the paper will not be graded and a 0 will be recorded for the grade. You will receive a reply that the paper was received by 9:30 pm on the evening that the paper is due. Resend the paper by midnight if you do not receive a reply.

**GROUP ANALYSIS:** Students in each group will examine one type of persuasive event using the concepts covered in class. For example, a group could analyze the tactics used in a propaganda campaign, in a social movement, in an advertising campaign, etc. Students will detail what theories and how the theories were applied as well as examine why the event was or was not persuasive. Groups will need to examine the same number of concepts as there are group members so that each group member examines one theory of persuasion. The group will also need to provide the instructor with an outline of the presentation before the material is presented to the class.

**PERSUASIVE PRESENTATION:** Students may work individually or with one to three other students in presenting a persuasive message. Students will be expected to determine the topic for the presentation as well as the organization, style and delivery needed to persuade the audience to change their actions, opinions and – or values.

**EXAMINATION:** There will be one test given in this class will cover material from the book and lecture.

## CLASS POLICIES

**MISSED CLASSES:** The class is scheduled to meet two days a week. Students should make every attempt to be in class, excessive absences will negatively affect the participation grade. The short paper assignments can be found in bold letters in the “Tentative Schedule” position of the syllabus, the papers will not be accepted late. In the event that a student is not in class the day the paper is due then the paper should be sent via e-mail (cut and paste please, not as and attachments) before class is over. It is also the responsibility of the student to determine what was covered in the class that was missed.

**PLAGIARISM:** Students who use material that is plagiarized will automatically fail the course.

## TENTATIVE SCHEDULE

DATE	TOPIC	ASSIGNMENT
June 30	Course Introduction Persuasion in Today's World Ancient and Contemporary Rhetoric	
July 2	Attitudes and Theories	Ch. 2 & 3
July 7, 9, 14	Theories of Persuasion	Section 2
July 16	Ethics Social Movements and Propaganda	Chapter 14
July 21	<b>GROUP ANALYSIS PRESENTATIONS</b>	
July 23, 28, 30	The Persuasion Process	Section Three
August 4	<b>PERSUSAIVE PRESENTATIONS</b>	
August 6	<b>FINAL EXAMINZATION</b>	

## PAPER ASSIGNMENTS

For each paper, students will be applying a concept covered in class to a past or present event. In addition to the application of the concept, students should include an analysis of why the event was or was not persuasive. This is an opinion for which there is no right or wrong answer. Rather the purpose of these papers is to develop your skills in explaining why you believe the material used in the event was or was not used in a persuasive manner. Papers must be typed, double spaced using a 12 font with appropriate margins. There is no minimum page limit; there is a four page maximum limit.

**FIVE DOGS – JULY 7** Apply the five types of definitions as developed by Kenneth Burke to a term or phrase used by a political figure. How and when was the term used? Which of the definitions is the most and least persuasive? Explain your answer.

**ETHICS – JULY 23** Briefly describe a current event in which the ethics of the situation have been questioned. Using two of the ethical perspectives, analyze why the ethics of the situation were questioned and how it affected the situation.

**SOCIAL MOVEMENTS/PROPAGANDA – JULY 30** Evaluate two tactics used in a recent campaign (Social Movement or Propaganda). What tactics were used, were they used persuasively, why or why not?