

Prepared by the Department of Arts and Communication
Date of Departmental Approval: February 13, 2017
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Effective: Fall 2017

1. **Course Number:** COM204
Course Title: Persuasive Communication
2. **Description:** A study of the process of persuasion, focusing on the formation of beliefs, attitudes, and values, fundamentals of attitude change, audience analysis, the persuasive message, effects of channel and setting, and source credibility. Opportunities are offered for classroom application of the principles and theories discussed.
3. **Student Learning Outcomes:**
Upon successful completion of this course, students are able to do the following:
 - Apply critical awareness of persuasion in its many forms.
 - Evaluate the ethics of their own and others' persuasion.
 - Recognize the use and misuse of both verbal and nonverbal communication.
 - Apply the process, content, and cultural premises in persuasion.
 - Analyze the objectives, strategies, and tactics of a persuasive campaign.
 - Investigate the process of selection, editing, and arrangement of news in modern media through interviews with the makers of news.
 - Demonstrate their knowledge and ability to apply the persuasive premises in advertising.
 - Prepare and present effectively a persuasive speech.
 - Write complete sentence outlines for their presentations.
 - Illustrate their ability to lead and to participate effectively in group activities.
 - Recognize the use and misuse of non-verbal communication among cultures.
 - Review and analyze the advertising from other cultures.
 - Identify differences between fact and inference and fallacies in reasoning.
 - Identify credible sources of information.
 - Demonstrate their understanding of syllogisms.
 - Recognize double-speak in persuasion.
 - Evaluate, in writing, the presentations of their peers.
 - Navigate library resources to prepare persuasive communication presentations.
 - Demonstrate technological literacy through the creation of advertisements and illustrations in their portfolios
4. **Credits:** Three credits
5. **Satisfies General Education Requirement:** Humanities and Fine Arts
6. **Prerequisite:** COM103 (Human Communication) or ENL101 (English Composition I) or ENL108 (Critical Reading & Thinking)
7. **Semester(s) Offered:** Spring
8. **Suggested General Guidelines for Evaluation:** The final grade is computed in the following manner: persuasive speech, 10%; homework, 10%; final exam, 20%; attendance, 10%; mid-term exam which is an average of chapter quizzes, 10%, and portfolio, 40%. Every single portfolio assignment is read. If the assignment has been misunderstood, it may be done again. There are nineteen assignments for the student's portfolio spread over the fifteen-week semester. The student's portfolio is checked daily or weekly as assignments dictate. A late assignment can receive only half credit. This is an activity-gearred course; therefore, the schedule for assignments must be respected since much of the class time is spent on sharing

portfolio projects. The student decides how to showcase his/her portfolio: an actual portfolio folder, a notebook, a series of folders with pockets, etc. The student's credit is recorded for each assignment as the assignments are due; then, the student makes them part of their permanent collection. A portfolio contest is scheduled toward the end of the semester with recognition awards such as gift certificates to the college book store and a copy of my book, *The Early Days of Cape Cod Community College*.

9. **General Topical Outline:** The purpose of the course is to improve the student's skill and sense of responsibility in persuasive communication, **as both receiver and source**, by providing relevant knowledge and opportunities to apply that knowledge. The focus of persuasion is not on the source, the message, or the receiver, but on all of them equally. They all cooperate to make a persuasive process. See the objectives and guidelines for evaluation above along with the instructor's course outline for details.