

**Communication 302
Persuasion
Summer 2005**

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Office Hours:

M through Th 12:20-12:50; after class as needed

I'd like to meet and get to know each of you. If you can't make my office hours, see me before or after class, call, or e-mail me, and we can arrange some other time.

Texts:

Cialdini, R.B. (2001) **Influence: science and practice**. New York: Harper and Collins.

Gass, R.H. and Seiter, J.S. (2002) **Persuasion, social influence, and compliance gaining**. Boston: Allyn and Bacon.

Course Description:

This course focuses on the social scientific literature on persuasion. It looks at theories, variables, and research studies that explain persuasion processes and effects.

Course Objectives:

1. To have you gain an understanding of major theories, variables, and findings in the persuasion literature.
2. To have you consider ways in which you can apply the knowledge you're gaining to real-life situations.

Grading:

Examination 1	100 points
Examination 2	100 points
Examination 3	100 points
Final Examination	100 points
Term Project	100 points

Examinations:

Each examination will consist of the following parts:

Multiple Choice	40-50 points	(20-25 questions)
Short Answer	30-40 points	(5-8 questions)
Essay	20 points	(1 question)

Standards for letter grades:

A = 90-100 points
B = 80-89 points
C = 70-79 points
D = 60-69 points
F = Below 60 points

I do not grade on a curve. I will give as many As, Bs, etc. as are earned. Your course grade will be an average of all of your grades.

Examinations and Religious Holy Days

You may arrange to take an exam on an alternative date if the exam falls on a religious holy day. Let me know in the beginning of the semester if any exam date falls on a religious holy day.

Make-Up Exams

You may take a make-up examination without any penalty if you have a valid, verifiable excuse (e.g., written excuse from a doctor). Family vacations, family reunions, your boss requiring you to work on the day of the exam, your having to entertain visitors from out-of-town, your trying out for a movie part, your having a job or internship interview, etc. are not valid excuses. In these cases, you may take a make-up examination, but you will be penalized 10 points. Do not ask to take the final examination at a time other than that scheduled by USC because of a family holiday which has already been arranged, etc. If you cannot take the final exam at the scheduled time, drop the course.

Term Project

You are to find four experimental, quantitative research studies published since the texts that we are using have been published. Each of the studies must relate to the same persuasion issue, theory, or variable. You are to describe, explain the contribution, and evaluate the studies. Details of the project will be distributed in class.

Attendance and Participation:

Attendance will be taken. Your participation will be noted. Excellent attendance and outstanding participation may determine whether your grade will be raised if your final average is at the borderline between two grades; e.g., if your average is at the borderline between B and A. If you have more than two unexcused absences your grade will not be raised even if you have outstanding participation. Remember, it takes both excellent attendance and outstanding participation for a borderline grade to be raised.

I will give surprise quizzes. Your performance on quizzes will give me additional information about your preparation for each class, which will help me in determining if I should raise your course grade should your final grade average be at a borderline between two grades.

Academic Integrity Policy:

The Annenberg School for Communication is committed to upholding the University's academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code to the University Office of Student Conduct. Any serious violation or pattern of violations of the academic integrity code will result not only in an F for the course but also in expulsion from the Communication major or minor.

Respectful Behavior

I will communicate with respect to each of you. I expect you to communicate with me and with each other with respect.

I will start class on time and end class on time. I expect you to be in class before 1:00 so that I may start promptly. Coming to class late or leaving early shows a lack of consideration for your fellow students and disrespect for me.

Turn off your cell phones and pagers when you come to class. To let your phone ring in class is not only disruptive but also insensitive and rude.

A Personal Note:

I hope that you find the course informative and practical, that you meet new and possibly, lifelong friends, and, finally, that you have a very enjoyable and successful summer semester.

Revised Class Schedule

May	19		Orientation
	24	Ch. 1 Ch. 2	Weapons of Influence Reciprocation
	26	Ch. 3 Ch. 4	Consistency & Commitment Social Proof
	31	Ch. 5	Examination 1 (Chapters 1, 2, 3, 4) Liking
June	2	Ch. 6 Ch. 7 Ch. 8	Authority Scarcity Instant Influence
	7		Movies
	9	Ch. 1	Examination 2 (Chapters 5, 6, 7, 8) Why Study Persuasion?
	14	Ch. 2 Ch. 3	What Constitutes Persuasion? Attitudes and Attitude Measurement
	16	Ch. 4 Ch. 5	Credibility Communicator Characteristics & Persuasibility

21		Examination 3 (Chapters 1, 2, 3, 4) Continued
23	Ch. 6 Ch. 9	Conformity and Influence in Groups Structuring & Ordering of Messages
28	Ch. 13 Ch. 15	Motivational Appeals Esoteric Forms of Persuasion
30		Term Paper Due Movies
July	5	Final Exam (Chapters 6, 7, 9, 13)

Note: The schedule may have to be changed.