

**Communication 302
Persuasion
Fall 2006**

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Office Hours:

Tuesdays: 3:30-5:00
Wednesdays: 10:30-11:30; 3:30-5:00
Thursdays: 10:00-10:45; 3:30-5:00

If I haven't met you I'd like to meet and get to know each of you. I'd like to know if you have any worries or concerns about the class, what your career goals are, and how you're doing generally in school. If you can't make my office hours, see me before or after class, or 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. (2003) **Persuasion, social influence, and compliance gaining**. Boston: Allyn and Bacon.

Course Description:

This course focuses on the social scientific literature on persuasion. It examines 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 gain experience in conducting empirical persuasion research.
3. To have you consider ways in which you can apply the knowledge you're gaining to real-life situations.

Grading:

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| Examination 1 | 100 points |
| Examination 2 | 100 points |
| Examination 3 | 100 points |
| Final Examination | 100 points |
| Team Project | 300 points |

Examinations:

Each examination will consist of the following parts:

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

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 Office of Student Conduct. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor.

Attendance and Participation

I will take attendance. It is your responsibility to sign the attendance sheet. I start class on time. I expect you to be in class **before** class begins. I do not appreciate your coming late and disrupting the class once I've begun; this tendency will be noted. These behaviors reflect your attitudes about the importance of the class and the respect you feel for the instructor. If you are absent because of an illness or other justifiable reason for an examination, you must provide an **official excuse** for you to take the make-up exam without a penalty (10 points for each school day after the scheduled exam). If you know in advance that you will have to miss an examination, let Hongmei know ahead of time so that a time for the make-up exam can be arranged.

I expect you to be prepared to answer substantive questions about content covered in the assigned readings. I particularly expect you to be able to describe the research studies that are discussed in the texts. I will call upon you to answer questions and the quality of your participation will be recorded.

Your attendance and classroom participation will make a difference if your final grade is at the borderline between two grades. If both your attendance is excellent and your participation is superior I will likely raise your grade. If you have three or more unexcused absences I will not raise your grade even if your participation is superior. If your attendance and participation is below average I may lower your grade.

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 the borderline between two grades.

Class Schedule

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|-------|----|---|---|
| Aug. | 22 | Orientation | |
| | 23 | Form Research Teams | |
| | 24 | Research Project | |
| | 29 | Research Project | |
| | 30 | Research Project | |
| | 31 | Ch. 1 Weapons of Influence | |
| | | Group Roles and Rules Assignment Due | |
| Sept. | 5 | Research Project | |
| | 6 | Ch. 2 Reciprocation | |
| | 7 | Ch. 3 Consistency & Commitment | |
| | | Tentative Research Assignment Due | |
| | 12 | Research Project | |
| | 13 | Ch. 4 Social Proof | |
| | 14 | Examination 1 (Chapters 1, 2, 3, & 4) | |
| | 19 | Research Project | |
| | 20 | Ch. 5 Liking | |
| | 21 | Ch. 6 Authority | |
| | | Annotated Bibliography Assignment Due | |
| | 26 | Research Project | |
| | 27 | Ch. 7 Scarcity | |
| | 28 | Ch. 8 Instant Influence | |
| Oct. | 3 | Research Project | |
| | 4 | Examination 2 (Chapters 5, 6, 7, & 8) | 6 |
| | 5 | Ch. 1 Why Study Persuasion? | |
| | | Summary of State of Knowledge Assignment Due | |
| | 10 | Research Project | |
| | 11 | Ch. 2 What Constitutes Persuasion | |

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| | 12 | Ch. 3 Attitudes & Attitude Measurement Revised Question & Hypotheses Assignment Due |
| | 17 | Research Project |
| | 18 | Ch. 4 Credibility |
| | 19 | Examination 3 (Chapters 1, 2, 3, & 4) |
| | 24 | Research Project |
| | 25 | Ch. 5 Communicator Characteristics & Persuasibility |
| | 26 | Continued Methodology Assignment Due |
| | 31 | Research Project |
| Nov. | 1 | Ch. 6 Conformity & Influence in Groups |
| | 2 | Ch. 9 Structuring & Ordering of Messages |
| | 7 | Research Project |
| | 8 | Ch. 13 Motivational Appeals |
| | 9 | Ch. 15 Esoteric Forms of Persuasion |
| | 14 | TBA |
| | 15 | Research Project |
| | 16 | Research Project |
| | 21 | Oral Reports |
| | 22 | Oral Reports |
| | 23 | Thanksgiving Holiday |
| | 28 | Oral Reports |
| | 29 | Oral Reports |
| | 30 | Oral Reports |

Final Paper Due

7 **Final Examination** (2:00-4:00) (Chpts. 5, 6, 9,13 & 15)

NOTE: The schedule may have to be changed.