

C-ID Descriptor

Introduction to Persuasion

Descriptor Details

- **Descriptor Title:** Introduction to Persuasion
- **C-ID Number:** 190
- **Units:** 3.0
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General Description

Introduction to Persuasion will examine historical and contemporary approaches to persuasive messages throughout time. It will also focus on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages.

Prerequisites

No information provided

Corequisites

No information provided

Advisories

Public Speaking (COMM 110) OR English Composition (ENGL 100)

Content

1. Classical and Contemporary Persuasive Theories
2. Classical and Contemporary Persuasive Message Design: May include e.g. ethos, pathos, logos, attitude formation and change, compliance-gaining, French and Raven's Five Bases of Power and other relevant theories of

persuasion

3. Classical and Contemporary Persuasive Practices
 - a. Using Influence Strategies For Change in Various Contexts. May use various technologies e.g. social media
 - b. Becoming Critical Consumers of Persuasion
4. Perspectives On Ethics In Persuasion

Lab Activities

Objectives

At the conclusion of this course, the student should be able to:

1. Explain and apply the basic concepts of the field of communication demonstrating an understanding of theories of persuasive communication.
2. Differentiate between ethical persuasion and unethical means of influence such as manipulation, coercion, and propaganda.
3. Construct and deliver ethical persuasive messages directed toward a specific audience in front of a live audience or other pedagogically appropriate medium.
4. Demonstrate an understanding of how the persuasion process works in different cultural environments and how audiences process persuasive messages in different cultural contexts.

Evaluation Methods

Preparation and presentation of persuasive messages;

Observation, assessment, and critique of speeches or other persuasive events.

May also include exams and/or analytical papers.

Textbooks

Fallows. Exploring Perspectives: A Concise Guide to Analysis. (Latest edition.)
UCLA Open Textbook Library. (OER)

Gass R. and J. Seiter. Persuasion: Social Influence and Compliance Gaining.
(Latest edition). Routledge.

Larsen, C. Persuasion: Reception and Responsibility. (Latest edition). Wadsworth.

Jones, G. and A.McClanahan. Persuasion in Society. (Latest edition.) Routledge.