



COMM 4314.001
Persuasion & Interpersonal Influence
Fall 2020
Course Syllabus

COURSE INFORMATION

Professor Information

Name: Dr. Carie King
Office and Office Hours: Jonsson Academic Building 3.548 (phone 972.883.2790)
Online Office Hours: Thursday 9AM–12PM, 1–3PM and by appointment
<https://utdallas.webex.com/meet/cx1085200>
E-mail: carie.king@utdallas.edu
Course Meetings: Synchronous meetings will be held in Teams on Tuesdays, 8:30AM.

Course Prerequisites

RHET 1302 and COMM 1311 (or equivalent) or instructor consent required. (Please note that this class is a *senior-level course* and thus requires upper-level skills.)

Course Description

This course will emphasize the critical evaluation of persuasive messages and the design of persuasive appeals. By merging rhetorical theory and application, students will focus on persuasive strategies as a means for influencing attitudes, beliefs, and actions in a variety of contexts, including business, politics, and interpersonal interactions.

Student Learning Outcomes

Succeeding in this course, you will

- Improve your critical thinking and writing skills.
 - Apply information from primary sources to assess claims in persuasive messages.
 - Consider how persuasion relates to film, public relations, job advertisements, cover letters, press, and various other media.
 - Identify and describe rhetorical theories as they relate to persuasion.
 - Apply social-science methods to research real-life messages and situations.
 - Use APA writing and citation standards.
 - Craft persuasive messages applying persuasive techniques.
 - Determine how persuasive communication will benefit you as a professional (per major).
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General Core Area 010 Communication

Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

<i>Core Objectives</i>	<i>Application</i>
Critical Thinking (CT)	Include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information
Communication (COM)	Include effective development, interpretation, and expression of ideas through written, oral, and visual communication
Teamwork (TW)	Include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
Personal Responsibility (PR)	Include the ability to connect choices, actions, and consequences to ethical decision-making

Required Text

Cialdini, R. B. (2009). *Influence: Science and practice* (5th ed.). Boston, MA: Pearson.

Textbooks and other bookstore materials can be ordered online or purchased at [the UT Dallas Bookstore](#).

Additional texts will be listed throughout the Course Calendar and required through the semester. You can access those through the online McDermott Library collection.

Texts to Access

American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: APA.

TECHNICAL INFORMATION

Technical Requirements and Resources for Hybrid and Online Students

You need dependable Internet connectivity to access course materials and UTD email (check at least every 48 business hours). Submit assignments per instructions for credit. You also need a confident level of computer and Internet literacy, and meet a certain minimum technical requirement to successfully learn. Review [the Getting Started with eLearning Web page](#).

Course Access and Navigation

The course can be accessed [using your UT Dallas NetID account and logging in to eLearning](#). To become familiar with the eLearning tool, see [Student eLearning Tutorials](#). UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. [The eLearning Support Center services](#) include a toll-free telephone number for immediate assistance (866.588.3192), email request service, and an online chat service.

We will use a variety of tools in this course. *If you struggle to learn the tools, immediately make an appointment to meet with the instructor so you can work through a tutorial and some personal instruction.* We may use Blackboard Collaborate, Microsoft Teams, TurnItIn, eLearning, InterviewStream, and recording and playback software. You should also format and design *all* course content in Microsoft

Word, which is an industry standard. (Note that if you use GoogleDocs, you are responsible for proofreading and eliminating the design issues that occur when a document is shifted from GoogleDocs to Word.)

When using eLearning and Blackboard Collaborate, you should use Chrome; other browsers struggle with audio and video in this portal.

Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable learning management system to all users. In the event of unexpected server outage or unusual technical difficulty that prevents students from completing a time-sensitive assessment activity, the instructor will provide an accommodation based on the situation. If you have any problems, immediately report to the instructor and contact [the online eLearning Help Desk](#) to get help resolving issues.

Distance Learning Student Resources

Online students have access to all campus resources including the McDermott Library, Academic Advising, and the Office of Student AccessAbility.

Communication

This course utilizes online tools for interaction and communication. For more details, visit [the eLearning Tutorials Web page for video demonstrations on eLearning tools](#).

All official email correspondence must go to and come from official UTD emails. Communication is part of your coursework. Therefore, in all correspondence, you should

- Communicate clearly, respectfully, and professionally. (Include text in all emails.)
- Include the course name and a brief subject in the subject line.
- Greet the recipient and include a signature. (Both are required in the first email of a thread.)
- Allow 48 business hours (M–F) for response to emails.

UTD and COURSE POLICIES

UTD Policies

Students are required to know and follow [UTD policies \(per the UTD Provost\)](#).

Course Modality and Expectations

Instructional Mode and Course Platform	This course is offered as a synchronous online course with synchronous meetings on Tuesdays, anticipated through the course Teams Groups, which is linked through eLearning.
Expectations	Students are expected to attend synchronous meetings, engage with their classmates and instructor, take ownership of their learning, and submit work by deadlines.
<u>Asynchronous Learning Guidelines</u>	Students who choose to complete the courses asynchronously must log on the day after the synchronous course meetings, view the videos, contact the professor or submit work at least once a week (for participation evidence), and meet all deadlines.

COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record. Please see <http://go.utdallas.edu/syllabus-policies>.

Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class: engaging in group or other activities during class meetings and in course portals that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as consistently adhering to university requirements, as presented in this syllabus. Failure to comply with these university requirements is a violation of the Student Code of Conduct.

Class Recordings and Course Materials

Students are expected to follow appropriate university policies and maintain the security of passwords used to access recorded lectures and course materials. Unless the Office of Student AccessAbility has approved the student to record the instruction **and** the student has communicated with the instructor, students are expressly prohibited from recording any part of this course.

The instructor will provide access to recordings in the Teams Group through Stream and course materials through eLearning. Recordings and materials will be available to all students registered for this class. Recordings and course materials may not be published, reproduced, or shared with those not in the class or uploaded to other online environments. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Students are expected to follow appropriate university policies and maintain the security of passwords used to access recorded lectures, course materials, and synchronous course meetings. The instructor or a UTD school/department/office may use videos for other uses, as students are signing UTD Talent Forms.

Accommodations for Student Accessibility

The UT Dallas Office of Student AccessAbility (OSA) provides students with the opportunity to register disabilities, in compliance with the 1972 Americans with Disabilities Act. For more information, visit the office's Web site. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the OSA for a confidential discussion.

The University of Texas at Dallas seeks to make reasonable accommodations for students with properly documented disabilities. However, written notification from the OSA is required. If you are eligible to receive an accommodation, please schedule a one-on-one meeting with the instructor.

Title IX and Student Safety and Confidentiality

Students considering sharing personal information in email, in person, or within assignments or exams with faculty should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator.

Students who wish to confidentially discuss incidents related to sexual harassment or misconduct should contact one of the following resources.

<i>Resource</i>	<i>Contact Method</i>
UTD Student Counseling Center	972.883.2527 after hours 972.UTD.TALK or 972.883.8255
UTD Gender Center	972.883.8255
Clergy, Off-Campus Resources	(Personal—Rape Crisis Center, Physician, Psychologist)

Students who are sexually assaulted or harassed or who are victims of sexual misconduct, domestic violence, or stalking are encouraged to directly report these incidents to the UT Dallas Police Department at 972.883.2222 or to the Title IX Coordinator at 972.883.2218.

If you experience sexual assault, harassment, or misconduct and you report the situation to me, I am available to meet with the Title IX Coordinator with you to provide support.

References, Copyright, and Plagiarism

The copyright law of the United States governs reproduction of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner’s rights, and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes “fair use” under the Copyright Act.

UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations). *If you do not cite your sources with in-text and end-of-text citations using APA citation format (or an alternative with instructor consent), if you include direct quotes without quotation marks, or if you publish someone else’s work without permission, your work will be referred to UTD’s Office of Community Standards and Conduct for investigation.*

Abide by UTD’s Student Code of Conduct. (Visit [UTD’s Standards for Academic Integrity](#), [UTD’s Student Policies](#), [UTD’s Examples of Academic Dishonesty](#), and the [UTD Student Code of Conduct](#) for information and examples.)

Attendance

Please treat this class as a job. Attend class, team meetings, and conferences, and be punctual; tardiness interrupts class and is disrespectful to your classmates. We cannot require attendance in synchronous class meetings; however, you are strongly encouraged to attend, and low-impact activities will be part of our synchronous class meetings.

To complete this course asynchronously or to shift your modality, you must email the professor to inform her of the change. You will not be considered an asynchronous student without that communication. An asynchronous student may shift to synchronous by attending a course meeting; if a student shifts to synchronous, s/he is responsible to contact the instructor to shift back to asynchronous status. *It is the student’s responsibility to communicate with the instructor.*

If you choose to take this course asynchronously, you are responsible for viewing the video (which should be available on Stream with captioning through our Teams Group within 24 hours of the class’

asynchronous meeting) and completing any low-impact assignments before that Friday, 11:59PM. You are also responsible for submitting all work by the posted deadlines. You are able to take advantage of Thursday office hours or make appointments to meet with the instructor.

UTD excuses absences for a student to observe a religious holy day in a place of worship that is exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated. The student must notify the instructor *before* the holiday and must submit missed work *before* the absence. If a student and instructor disagree about an absence related to a religious holy day, either party may request a ruling from the CEO of the institution, who will consider the legislative intent of TEC 51.911(b).

UTD also excuses absences with documentation due to medical emergencies involving a student (hospitalization) or the student's immediate family (hospitalization or death).

Late Work

Missed work (submissions and presentations) result in a zero (0) on the assignment unless you provide documentation of a medical emergency.

ASSIGNMENTS AND GRADING

Extra Credit

You may earn 5 points for attending workshops and 25-minute tutoring sessions in the UTD Writing Center. Send your appointment proof to the instructor after each event. Visit [the UTD Writing Center's Web site](#) for contact information and schedules. (All documentation for extra points are due before the last class meeting.)

Additional extra credit opportunities are provided throughout the semester.

Grading Criteria

Grades in this class reflect whether you

- Fulfill objectives for the class and for course assignments;
- Employ rhetorical strategies that develop logical arguments, strong claims, and adequate supporting evidence;
- Read and reflect on research related to communication;
- Support your ideas and arguments with analysis and evidence from credible sources;
- Use correct mechanics, strong style, and appropriate organization;
- Edit and proofread **all** work before you submit assignments;
- Manage your time wisely and effectively to meet deadlines;
- Ethically present information, address copyright, and correctly cite resources; and
- Present yourself professionally.

Students receive grades according to the following (standard UTD) scale of 1000 points:

930–1000 = A	900–929 = A–	
870–899 = B+	830–869 = B	800–829 = B–
770–799 = C+	730–769 = C	700–729 = C–
670–699 = D+	630–669 = D	600–629 = D–
0–599 = F		

Grades will be calculated per the above scale with no rounding.

“A” reflects outstanding work that meets all objectives in strength and analytical value and with excellence. “B” reflects satisfactory work. “C” reflects work that fulfills course requirements but that contains issues that decrease the student’s effectiveness or indicate limited understanding. “D” reflects work that contains numerous issues and does not meet course objectives. “F” reflects unacceptable or missing work.

Grading is based on [the UTD Undergraduate Catalog](#) and a 1000-point cumulative scale for points earned from assignments. Grades are posted on TurnItIn, and the instructor seeks to deliver grades within 2 weeks. If you are missing a grade, visit the instructor during office hours within 2 weeks of the grade being posted.

Extra Credit

You may earn 5 points for attending workshops and 25-minute tutoring sessions in the UTD Writing Center. Send your appointment proof to the instructor after each event. Visit [the UTD Writing Center’s Web site](#) for contact information and schedules. (All documentation for extra points are due before the last class meeting.)

Additional extra credit opportunities are provided throughout the semester.

Assignments

Course content includes the following assignments:

Assignment and General Core Objectives	Value
Anticipation of Course Value and Relevance ^{1,2,4}	40 pts
Discussion Board Posts ^{1,2,4}	210 pts
Midterm Examination ^{1,2,4}	100 pts
Media Analysis Video ^{2,4}	100 pts
Team Project/Portfolio	25 pts
Human Subject Protection Training	25 pts
Annotated Bibliography ^{1,4}	25 pts
*Team Contract ^{1,2,3,4}	25 pts
*Team IRB Application ^{1,2,3,4}	150 pts
*Team Research Project ^{1,2,3,4}	100 pts
*Team Presentation ^{1,2,3,4}	100 pts
Team Evaluation ^{1,2,3,4}	100 pts
Low-Impact Assignments	100 pts
Total	1000 pts

*Team Grade

General Core Objectives:

¹Critical Thinking, ²Communication, ³Teamwork, and ⁴Personal Responsibility

Comet Creed

In this class, we will abide by the student-created Comet Creed:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

The instructor reserves the right to change this syllabus if necessary to help students accomplish the Course Objectives.

ABBREVIATED COURSE CALENDAR

The following provides the organization of this course.

*Date of Tuesday Synchronous Meetings

Modules (Date*)	Discussion Topics
MODULE 1	Introduce students and course.
MODULE 2	<ul style="list-style-type: none"> • Establish Relevance and Expectations. • Discuss Research Methods. • Present Swales’ CARS • Consider Human Subjects and Ethics (IRB). • Address “Weapons of Influence.”
MODULE 3	Consider Theory 1—Reciprocity.
MODULE 4	Consider Theories 2 and 3— Commitment/Consistency and Social Proof.
MODULE 5	Consider Theories 4 and 5—Liking and Authority.
MODULE 6	Consider Theory 6—Scarcity.
MODULE 7	Review Theories.
MODULE 8	Ask Research Questions and Consider Appropriate Methods.
MODULE 9	Review the Literature to Create a Foundation for Research.
MODULE 10	Analyze Media per Cialdini’s Theories of Persuasion.
MODULE 11	Report on Research Progress. Consider Funding Potential for Research.
MODULE 12	Use Visual Aids to Present Data in Results.
MODULE 13	Interpret and Discuss your Research. Prepare to present your Team Project.
MODULE 14	Present your Team Project.
MODULE 15	Present your Team Project.
BREAK	Happy Thanksgiving!
FINAL EXAM MODULE	Complete your Media Analysis.

COURSE SYLLABUS CONTRACT

I have read the course syllabus and the university policies (<http://coursebook.utdallas.edu/syllabus-policies>). I understand that content and communication related to this course may be used for future examples and research but that my identity will be blinded and my confidentiality will be protected if content is used. I also understand that my contact information listed on this contract will ONLY be used for course-related activities and information.

By signing this contract, I acknowledge that I have read the policies and this syllabus and that I am expected to abide by ALL university policies; to attend class; and to submit quality, unique work by all deadlines to fulfill requirements for this class.

Class Prefix, Number, and Section

Signature

Date

Student ID Number

Mobile Phone Number

TALENT RELEASE FORM

THE UNIVERSITY OF TEXAS AT DALLAS
P.O. Box 830688, Richardson, Texas

For valuable consideration, I do hereby authorize The University of Texas at Dallas, and those acting pursuant to its authority, to

- a. Record my participation and appearance on videotape, audiotape, film, photograph or any other medium.
- b. Use my name, likeness, voice and biographical material in connection with these recordings.
- c. Exhibit or distribute such recording in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.
- d. Exhibit or distribute any written documentation in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.

This release shall remain in effect unless revoked in writing.

Name: _____ Student ID: _____

Phone No.: _____ Email: _____

Signature: _____ Date: _____

Witnessed by Dr. Carie King, Professor