

COMM M02: INTRODUCTION TO PERSUASION

Originator

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Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

COMM - Communication Studies

Course Number (CB01B)

M02

Course Title (CB02)

Introduction to Persuasion

Banner/Short Title

Introduction to Persuasion

Credit Type

Credit

Start Term

Fall 2022

Formerly

SPCH M02 - Advanced-Public Speaking

Catalog Course Description

Examines historical and contemporary approaches to persuasive messages throughout time. Focuses on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages. Explores practical application of advanced principles of audience adaptation and ethics through the presentation of various types of persuasive speeches and situations.

Taxonomy of Programs (TOP) Code (CB03)

1506.00 - Speech Communication

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

E - Non-Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(E) Credit by exam, license, etc.

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity**Laboratory****Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Prerequisites

COMM M01 or COMM M01H

Entrance Skills**Entrance Skills**

COMM M01 or COMM M01H

Prerequisite Course Objectives

COMM M01- prepare and organize informative, persuasive and impromptu speeches.

COMM M01- demonstrate effective research skills utilizing both traditional and electronic sources.

COMM M01- demonstrate a basic comprehension of audience adaptation skills.

COMM M01- employ critical listening and feedback skills.

COMM M01- demonstrate the ability to critique speeches.

COMM M01H- prepare and organize informative, persuasive and impromptu speeches.

COMM M01H- demonstrate effective research skills utilizing both traditional and electronic sources.

COMM M01H- demonstrate a basic comprehension of audience adaptation skills.

COMM M01H- demonstrate techniques of effective extemporaneous and impromptu delivery styles.

COMM M01H- employ critical listening and feedback skills.

COMM M01H- demonstrate the ability to critique speeches.

COMM M01H-HONORS: demonstrate the ability to incorporate technology (PowerPoint, etc.) into an effective speech presentation.

COMM M01H-HONORS: demonstrate the ability to elaborate upon and defend the speech topic via post-speech cross examination.
 COMM M01H-HONORS: describe the salient elements of communication and rhetorical theory as they may apply to the student's speech presentations.

Requisite Justification

Requisite Type

Prerequisite

Requisite

COMM M01 or COMM M01H

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Closely related lecture/laboratory course

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | demonstrate the ability to write and deliver an effective persuasive speech. |
| 2 | incorporate effective strategies of situational and audience adaptation into a persuasive speech. |
| 3 | analyze and evaluate the content and context of public discourse. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | employ multiple organizational patterns for persuasive speeches. |
| 2 | gather research utilizing both traditional and electronic sources. |
| 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 techniques of effective extemporaneous and impromptu delivery styles. |
| 5 | recognize, analyze and evaluate the use of persuasion in a variety of contexts. |
| 6 | differentiate between ethical persuasion and unethical means of influence such as manipulation, coercion, and propaganda. |

Course Content

Lecture/Course Content

15.00%

Classical and Contemporary Persuasive Theories

15.00%

Principles of Audience Analysis

- Elements of Audience Concern
- Latitudes of Acceptance and Rejection
- Strategies of Adaptation
- Favorable Audience
- Hostile Audience

5.00%

Effective Research Skills

- Traditional Research
- Online Research
- Historical Research
- Evaluating Quality of Research

10.00%

Impromptu Speaking

- Contexts for Impromptu Speaking

- Strategies and Preparation for Impromptu Speaking

10.00%

Question and Answer Sessions (Press Conferences)

- Contexts

- Anticipation and Preparation

- Aristotle's Topoi

15.00%

Classical and Contemporary Persuasive Message Design: May include e.g., ethos, pathos, logos, attitude formation and change, compliance-gaining, and other relevant theories of persuasion

15.00%

Analysis of Ethics and Adaptation in Public Discourse

- Ethics in the "Real World"

- Writing Rhetorical Criticism

15.00%

Classical and Contemporary Persuasive Practices

Using Influence Strategies For Change in Various Contexts.

May use various technologies e.g., social media

Becoming Critical Consumers of Persuasion

Laboratory or Activity Content

n/a

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams

Skills demonstrations

Other (specify)

Classroom Discussion

Participation

Reports/Papers/Journals

Other

Evaluation of in-class presentations.

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Distance Education

Lecture

Other (specify)

Specify other method of instruction

Instructor-led group discussions about the role of ethics in persuasion.

Describe specific examples of the methods the instructor will use:

Instructor will present course material through lectures.

Instructor will present course material through supplemental articles and videos.

Instructor will lead class discussions on relevant course topics.

Instructor will provide detailed feedback on student speeches.

Representative Course Assignments

Writing Assignments

construct an effective TED Talk

construct a campaign speech that effectively integrates at least ten figures of speech

Critical Thinking Assignments

descriptive analysis of rhetorical artifact.

textual analysis of rhetorical artifact.

critical essay on ethics and adaptation in a significant rhetorical artifact.

Reading Assignments

read articles on ethics in public speaking.

read speeches that illustrate effective language use, such as Monica Lewinsky's TED Talk.

read speeches that exemplify strong audience analysis, such as Ted Kennedy's address to Liberty Baptist University.

Skills Demonstrations

deliver a least three speeches in front of a live audience.

engage in effective cross examination of classmates after their speeches.

evaluate the effectiveness of peer speeches.

Outside Assignments**Representative Outside Assignments**

participate as a critic at the Moorpark College Intramural Speech Tournament.

attend and evaluate speech team performances.

attend and evaluate prominent speeches (e.g., Thousand Oaks Civic Arts Plaza – Distinguished Speakers Series).

Articulation**C-ID Descriptor Number**

COMM 190

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Fresno	COMM 7	Persuasion	3
CSU East Bay	COMM 256	Persuasion Theory and Practice	4

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Fresno College	COMM 4	Persuasion	3
Santa Monica College	COM ST 12	Persuasion	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****D2. Communication/Analytical Thinking**

Approved

E. Health and Physical Education/Kinesiology**F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F1995

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****A1 Oral Communication**

Approved

Area B: Scientific Inquiry and Quantitative Reasoning**Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****UC TCA****UC TCA**

Approved

IGETC**Area 1: English Communication****Area 1C: Oral Communication**

Approved

Area 2A: Mathematical Concepts & Quantitative Reasoning**Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionLarson, Charles U. *Persuasion, Reception and Responsibility*. 13th ed., Cengage, 2012.

Resource Type

Textbook

DescriptionGass, Robert H., and John S. Seiter. *Persuasion, Social Influence, and Compliance Gaining*. 6th ed., Pearson, 2018.**Resource Type**

Textbook

Classic Textbook

No

DescriptionMeade, Lynn. *Advanced Public Speaking*. E-book, University of Arkansas Open Resource, 2021, <https://uark.pressbooks.pub/speaking/>. Accessed on 2 November 2021.**Library Resources****Assignments requiring library resources**

Extensive research, using the Library's print and online resources, for speeches and essays.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to conduct research for a critical essay on ethics and adaptation in a significant rhetorical artifact.

Distance Education Addendum**Definitions****Distance Education Modalities**

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**100% online Modality:****Method of Instruction****Document typical activities or assignments for each method of instruction**

Asynchronous Dialog (e.g., discussion board)

Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructors to facilitate student learning outcomes.

E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

Primary Minimum Qualification

COMMUNICATION STUDIES/SPEECH

Review and Approval Dates**Department Chair**

12/04/2021

Dean

12/08/2021

Technical Review

11/04/2021

Curriculum Committee

02/15/2022

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000428054

DOE/accreditation approval date

MM/DD/YYYY