

Course Outline of Record

1. Course Code: COMM-021
2.
  - a. Long Course Title: Introduction to Persuasion
  - b. Short Course Title: INTRO TO PERSUASION
3.
  - a. Catalog Course Description:  
 This course examines historical and contemporary approaches to persuasive messages throughout time. The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of social influence as they relate to everyday life. It will also focus on the oral presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages. Significant speaking assignments are an integral part of the course.
  - b. Class Schedule Course Description:  
 Students gain familiarity with findings from empirical investigations on persuasion and will learn about strategies and techniques of decision making relating to a wide variety of real-life communication contexts, situations, and settings. Rhetorical principles are discussed.
  - c. Semester Cycle (if applicable): N/A
  - d. Name of Approved Program(s):
    - COMMUNICATION STUDIES Associate in Arts for Transfer Degree (AA-T)
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 30      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:  
*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm1-A)*  
 Advisory: ENG 001A
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
  - a. Gass, R.H. & Seiter, J.S. (2014). Persuasion, Social Influence, and Compliance Gaining (5th/e). Allyn & Bacon.  
 College Level: Yes  
 Flesch-Kincaid reading level: 12
  - b. Larson, C. U. (2013). Persuasion: Reception and Responsibility (13/e). Cengage.  
 College Level: Yes  
 Flesch-Kincaid reading level: 12
7. Entrance Skills: *Before entering the course students must be able:*
  - a. Demonstrate critical thinking skills when reading, composing and participating in class discussions.
  - b. Demonstrate the ability to read and respond in writing beyond the literal interpretation of the text.
    - ENG 001A - Read, analyze, and interpret varied texts (i.e. literature, digital forms, visual).
  - c. Develop, organize and express complex ideas in both expository and research papers.
    - ENG 001A - Write essays with varied strategies, including persuasive essays, with a arguable theses and evidence from a variety types of sources.
  - d. Compose expository responses to complex readings.
    - ENG 001A - Develop ideas coherently in writing through the drafting process.
8. Course Content and Scope:

Lecture:

1. Classical and Contemporary 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: Using influence strategies for change in various contexts. May use various technologies e.g. social media and becoming critical consumers of persuasion.
4. Perspectives on Ethics in Persuasion
5. Rhetorical principles

Lab: (if the "Lab Hours" is greater than zero this is required)

9. Course Student Learning Outcomes:

1.

1. Construct and deliver ethical persuasive messages.

2. Analyze decision making processes in the context of interpersonal persuasion.

3. Apply arguments and evidence to persuasive appeals.

10. Course Objectives: *Upon completion of this course, students will be able to:*

a. Explain and apply the basic concepts and theories of persuasive communication.

b. Differentiate between ethical and unethical means of influence such as manipulation, coercion, and propaganda.

c. Develop ethical persuasive messages directed toward a specific audience.

11. Methods of Instruction: (*Integration: Elements should validate parallel course outline elements*)

- a. Activity
- b. Collaborative/Team
- c. Demonstration, Repetition/Practice
- d. Discussion
- e. Distance Education
- f. Experiential
- g. Lecture
- h. Observation
- i. Participation
- j. Role Playing
- k. Self-exploration
- l. Technology-based instruction

12. Assignments: (*List samples of specific activities/assignments students are expected to complete both in and outside of class.*)

In Class Hours: 54.00

Outside Class Hours: 108.00

a. In-class Assignments

1. Participation in class discussions
2. Oral presentations
3. Parliamentary debates
4. Faculty supervised and faculty evaluated oral presentations in front of other listeners.

b. Out-of-class Assignments

1. Read textbook
2. Journals entries
3. Student critiques of video and written scenarios

4. Research papers

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- College level or pre-collegiate essays
- Written homework
- Self-paced testing
- Field/physical activity observations
- Presentations/student demonstration observations
- Group activity participation/observation
- Mid-term and final evaluations
- Student participation/contribution
- Oral and practical examination
- Other

Faculty supervised, faculty evaluated formal speaking assignments in front of other listeners.

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

CSU/UC Transfer Course

A. Transfers to CSU;UC

CSU GE Area A: Communication in the English language and critical thinking

CSU GE Area A: Communication in the English Language and Critical Thinking

A3 - Critical Thinking

PO-GE C4.b - Language & Rationality (Communication & Analytical Thinking)

Gather, assess, and interpret relevant information.

IO - Critical Thinking and Communication

Compose and present structured texts in a variety of oral and written forms according to purpose, audience, and occasion with implementation of thesis, supporting details and idea development.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
CSU	CSU Fresno	COMM 7	Persuasion	2015-16

17. Special Materials and/or Equipment Required of Students:

---

18. Materials Fees:  Required Material?

Material or Item	Cost Per Unit	Total Cost
------------------	---------------	------------

19. Provide Reasons for the Substantial Modifications or New Course:

New course modifications to reflect IGETC recommendations.

20. a. Cross-Listed Course (*Enter Course Code*): *N/A*  
 b. Replacement Course (*Enter original Course Code*): *N/A*

21. Grading Method (*choose one*): Letter Grade Only

22. MIS Course Data Elements

a. Course Control Number [CB00]: CCC000575154

# COMM 021-Introduction to Persuasion

- b. T.O.P. Code [CB03]: 150600.00 - Speech Communication
- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: A = Transfer to UC, CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Not Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: N/A
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): COMMUNICATION STUDIES

Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)

## 23. Enrollment - Estimate Enrollment

First Year: 35

Third Year: 70

## 24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: N/A

## 25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

## 26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

N/A

## 27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator Alejandro Jazan Origination Date 10/08/17