Bemidji State University

COMM 3700: Persuasion and Communication

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: Goal 05 - Hist/Soc/Behav Sci, Goal 09 - Ethical/Civic Resp

This course examines historical and contemporary theories, principles, and communicative practices of persuasive messages. As persuasion is a part of our personal, organizational, and public lives, students will understand the process of persuasion, practice strategies of ethical and effective persuasion, and analyze persuasive discourse in various oral, written, and mediated contexts. Students will learn how to become responsible citizens by examining persuasive messages in our society and providing recommendations for ethical communication. Liberal Education Goal Areas 5 & 9.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Becoming a persuader
2. Cultural premises in persuasion
3. Defining persuasion from Aristotle to Elaboration Likelihood
4. Ethical perspectives of persuasion
5. Functional, semantic, and thematic language in analyzing persuasive communication
6. Historical and contemporary perspectives and theories of Persuasion: traditional, artistic, humanistic, and social scientific
7. Logical premises in persuasion
8. Overview of persuasive communication in today’s world
9. Persuasive campaigns and movements (political, product, ideological)
10. Persuasive dimensions in health communication
11. Persuasive dimensions in mediated communication
12. Psychological premises of motivation and emotion in persuasion
13. Use of persuasive premises in advertising
14. Use of symbolic language in making, using, and misusing communication
15. Verbal and nonverbal communicative messages in persuasion
D. LEARNING OUTCOMES (General)
   1. explain and evaluate historical and contemporary theories and ethical perspectives of persuasive communication.
   2. assess one's own views regarding the ethics of persuasion.
   3. recognize and identify the positive and negative implications of persuasive communication behaviors related to personal, organizational, public, and societal issues.
   4. analyze communication messages as consumers and producers of persuasion from multiple and divergent ethical perspectives and theories.
   5. critique persuasive messages in various contexts (e.g., political, legal, educational, advertising, health campaigns, media) utilizing appropriate methods, data, and tools for analysis.
   6. create and present persuasive communicative messages with ethical foundation and sound argument structure.
   7. provide recommendations for becoming more responsible citizens in the creation and practice of ethical and credible persuasive messages in society.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   Goal 05 - Hist/Soc/Behav Sci
   1. Employ the methods and data that historians and social and behavioral scientists use to investigate the human condition.
   2. Use and critique alternative explanatory systems or theories.
   3. Develop and communicate alternative explanations or solutions for contemporary social issues.

   Goal 09 - Ethical/Civic Resp
   1. Examine, articulate, and apply their own ethical views.
   2. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
   3. Recognize the diversity of political motivations and interests of others.
   4. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted