

Instructor: David Romanelli

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Office hours: T/Th 6:45a.m.-8:00a.m. and by appointment

Syllabus

Goals of the Course: This course is designed to explore theories related to persuasion, social influence, and compliance-gaining. This exploration will ultimately culminate with the ability to examine situations and identify these theories in action.

Course Description: Students are required to read the assigned materials prior to the start of class. Lectures, discussions, and group activities will be based on the assigned readings. The instructor will also provide additional readings and information to facilitate the learning process.

Class Attendance Policy: Your success in this course will heavily depend on your attendance and participation in the classroom. You are expected to be present for every meeting of the course. If you are unable to attend a class or will be late for a class, you must notify the instructor in advance of the absence. The instructor reserves the right to make judgment on accepting and/or making up assignments missed because of class absence. Unexcused absences may result in failing the course. NO COMPUTERS, food, cell phones, or other electronic devices are permitted.

Assignments: Three exams worth 100 points each. Students will write one paper worth 100 points. Chapter outlines worth 5pts each (students must complete 10 of 16 which are due on at the start of each chapter). The homework for each chapter is due the day we begin the chapter. The guidelines for the paper will be developed in class.

Grading Scale

•100%-92% A

•90% A-

•88% B+

•87%-82% B

•80% B-

•78% C+

•77% -71% C

•70% C-

•68% D+

•67-60% D

•59% and below F

Academic Dishonesty: (This comes from the SOC)

All Faculty are expected to require students to use legal and proper source attribution on assignments —whether written or media-driven.

Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse for not properly referencing your sources.

It is dishonest to:

- Turn in the same work for two classes;
- Turn in a paper you have not written yourself; or
- Copy from another student or use a "cheat sheet" during an exam.
- [This one is from me] Lie about an absence.

Text: Robert H. Gass and John S. Seiter. *Persuasion, Social Influence, and Compliance Gaining*, 5th Edition. Allyn and Bacon.

Tentative Schedule

(Exam dates will be announced in class)

Intro to Course/Why Study Persuasion? /What Constitutes Persuasion?

[Chapters 1 & 2]

Attitudes and Consistency

[Chapter 3]

Credibility

[Chapter 4]

Communicator Characteristics

[Chapter 5]

**Exam 1

Conformity and Influence in Groups

[Chapter 6]

Language and Persuasion/ Nonverbal Influence

[Chapters 7& 8]

Structuring and Ordering Messages

[Chapter 9]

Sequential Persuasion

[Chapter 10]

***Exam 2

Motivational appeals

[Chapter 13]

Visual Persuasion

[Chapter 14]

Esoteric Forms of Persuasion

[Chapter 15]

Compliance Gaining

[Chapter 11]

Deception

[Chapter 12]

Ethics

[Chapter 16]

***Exam #3 on the last day of class.

****Paper due by 9:00 a.m. May 7th on Sakai