

# **SPEECH 364 – PERSUASION**

**Spring 2005**

**Section 03: TR 3:00-4:15 a.m., KUY 306**

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Office hours: Tue & Thr, 2:15 – 3:00,  
and by appointment

## **COURSE DESCRIPTION**

### Goals

This course is designed to introduce students to theories, concepts, strategies and processes of persuasion and social influence. The concepts and theories addressed in the course will be applied to both interpersonal persuasion and communication campaigns. By learning about the underlying theories and process of persuasion, students should become better able to make informed decisions both as a consumer of persuasive information and as a producer of persuasive messages. Three semester hours of credit are given.

### Grades

Final grades will be determined by a weighting system: mid-term examination (35%); final examination (35%); performance on the group project (20%); and classroom presentation and participation (10%). Details for the group project and classroom presentation will be distributed separately.

To get credit for the course, you have to fulfill **all** of the course requirements including both exams, participation in group project and paper, and classroom presentation. A failure to fulfill any of the course requirements will result in a grade of F.

Those who wish to appeal their grades should do so by submitting an appeal letter to the course instructor within 72 hours from the time of grade distribution. The letter should describe the nature of the dispute, justification for the dispute and proposed actions. Instructor will review individual appeals carefully and respond in writing. However, students should be aware of the fact that a review can result in lowering of the grade as well as improving it.

### Required Texts

Students are required to buy two textbooks:

O’Keefe, D.J. (2002). *Persuasion: Theory and research* (2<sup>nd</sup> ed.). Thousand Oaks, CA: Sage Publications.

Cialdini, R.B. (2001). *Influence: Science and practices* (4<sup>th</sup> ed.). Needham Heights, MA: Allyn and Bacon.

## Attendance

Class attendance will be taken. I will deduct 5% from your final grade for each additional absence beyond four times during the semester. Being late for more than 10 minutes for a class will be treated the same as an absence.

## A word about cellular phones

Students are expected to observe basic courtesy out of respect for fellow students and the professor. Cellular phones are very disruptive for class. Remember to turn off your cellular phones before coming into the classroom.

## A word about honesty

It is students' responsibility to complete their own work as best as they can in the time provided. Cheating, plagiarism and falsification of data are serious offenses. Anyone found guilty of academic misconduct should expect to fail the entire course and have a record of the matter forwarded to the Dean of Students.

## Assignments and examinations

Assignments are due on or before the regularly scheduled class time on the date due. All assignments should be typed and double spaced. ABSOLUTELY NO late assignments will be accepted.

In principle, no make-up or early examinations will be allowed. In case of **an extraordinary and urgent conflict that is verifiable**, instructor may allow a make-up or early exam. However, arrangements have to be made prior to the exam date with the instructor.

**COURSE SCHEDULE**  
**(Tentative schedule and may change as necessary during the course)**

WEEK 1 1/11, 13	INTRODUCTION: COURSE OVERVIEW & CONCEPTUALIZING INFLUENCE Chapter 1 (O)
WEEK 2 1/18, 20	FUNCTIONAL APPROACHES TO ATTITUDES Chapter 2 (O)
WEEK 3 1/25, 27	THE STUDY OF PERSUASIVE EFFECTS Chapter 7 (O)
WEEK 4 2/1, 3	MESSAGE LEARNING APPROACH: SOURCE FACTORS Chapter 8 (O) Chapter 6 (C) GROUP PROJECT DISCUSSION
WEEK 5 2/8, 10	SOURCE FACTORS: SIMILARITY, ATTRACTION, & LIKING Chapter 4 (C) Chapter 5 (C)
WEEK 6 2/15, 17	MESSAGE FACTORS Chapter 9 (O) Chapter 2 (C)
WEEK 7 2/22, 24	GROUP PROJECT CONFERENCE NO CLASSES
WEEK 8 3/1, 3	RECEIVER AND CONTEXT FACTORS Chapter 10 (O)
WEEK 9 3/8, 10	<b>MIDTERM EXAMINATION on 3/8</b> CONDITIONING Chapter 1 (C)
WEEK 10 3/15, 17	SUMMATIVE MODEL OF ATTITUDE Chapter 3 (O)
WEEK 11 3/29, 31	COGNITIVE DISSONANCE THEORY Chapter 4 (O) Chapter 3 (C) Chapter 7 (C)
WEEK 12 4/5, 7	THEORIES OF BEHAVIORAL INTENTION Chapter 5 (O)
WEEK 13 4/12, 14	ADVERTISING AND PERSUASION Chapter 8 (C)
WEEK 14 4/19, 21	ELABORATION LIKELIHOOD MODEL Chapter 6 (O) PRESENTATION OF GROUP PROJECT RESULTS
WEEK 15 4/26, 28	PRESENTATION OF GROUP PROJECT RESULTS
5/10	<b>FINAL EXAMINATION</b> <b>2:15 – 4:15 P.M.</b>