COURSE SYLLABUS

COMS 3382.01
Persuasion
Three Credit Hours
Fall, 2011
Online

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The study of methods and theories of persuasion, social influence, and compliance gaining in the fields of communication.

Textbook: Gass & Seiter, *Persuasion, Social Influence, and Compliance Gaining*, 4th Ed.

Course Objectives:

- To increase the student's awareness of the omnipresence of persuasion in society
- To develop persuasive, social influence, and compliance gaining skills
- To develop resistance to undesirable persuasion and propaganda
- To provide an awareness of research literature in persuasion
- To develop scientific writing skills

Research Paper:

1. In addition to the online assignments based on the textbook, you will be required to prepare a **research paper** worth 100 points. This may be a traditional term paper, or you may choose to do a literature review.
2. The topic of the paper is your choice, provided that it involves examining some aspect of persuasion, social influence, or compliance-gaining.
3. All references for your paper should be original research appearing in scholarly journals, such as the ones used by the writers of your textbook (see the References at the end of each chapter.).
4. The paper should be about 10 pages in length (double-spaced) including the list of references. It should be word-processed according to the guidelines of the *Publication Manual of the American Psychological Association*, 6th Ed. ***A shortcut: Refer to your textbook, both within each chapter for internal citations and in the References list at the end of each chapter, for examples of proper citations.**
5. **NB**: Failure to cite the sources in your list of references within the text of the paper is plagiarism and will be dealt with as such.

Grading System:

1. The **weekly assignments** are each worth 10 points.

2. There will be a **midterm** and a **final** exam. Each will be worth 100 points. Questions will be multiple-choice and true/false types.
3. The **paper** is worth 100 points.
4. The grading scale is as follows: 90-100% A; 80-89% B; 70-79% C; 60-69% D; 59% or below F.