BARTON COMMUNITY COLLEGE

##### COURSE SYLLABUS

## I. GENERAL COURSE INFORMATION

Course Number: COMM 1234

Course Title: Persuasion

Credit Hours: 3

Prerequisites: COMM 1230 Public Speaking

Division/Discipline: Academics Division/Communications

Course Description: Practical use and performance of persuasion in public speaking, as well as a careful analysis of persuasion and its related theories in the fields of politics, marketing, and public policy.

## II. INSTRUCTOR INFORMATION

## III. COLLEGE POLICIES

Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

## IV. COURSE AS VIEWED IN THE TOTAL CURRICULUM

This course is an approved general education course at Barton Community College, which can be used to fulfill degree requirements as a depth humanities course in the language arts area.

The course transfers either as a course equivalent or elective at most if not all Regent Universities. The transferability of all college courses will vary among institutions, and perhaps even among departments, colleges, or programs within an institution. Institutional requirements may also change without prior notification. Students are responsible to obtain relevant information from intended transfer institutions to insure that the courses the student enrolls in are the most appropriate set of courses for the transfer program.

**V. ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies:

1. Write and perform an effective persuasive speech in a variety of contexts.
   1. Write and structure a persuasive speech correctly.
   2. Use and apply effective persuasive arguments and fallacies.
2. Describe and discuss multiple classical and contemporary persuasion theories.
   1. Describe and discuss elements that are used in persuading a mass audience.
   2. Distinguish between different types of persuasive speeches.
   3. Describe and discuss different persuasive theories.
3. Evaluate an empirical persuasive campaign effectively.
   1. Research and discuss past orators who used persuasion in their speeches effectively.
   2. Delineate between positive and negative propaganda used in society.
4. Depict persuasive strategies seen in advertisements and propaganda.
   1. Research and evaluate previous persuasive campaigns.

## VI. INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS

## VII. TEXTBOOKS AND OTHER REQUIRED MATERIALS

### VIII. REFERENCES

### IX. METHODS OF INSTRUCTION AND EVALUATION

## X. ATTENDANCE REQUIREMENTS

## XI. COURSE OUTLINE