

CMS 351: PERSUASION Class (3 credits)

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Course description: A study of persuasive strategies for the purpose of becoming more enlightened recipients and skillful creators of persuasive messages and campaigns (advertising, politics, and interpersonal and group interaction.)

Text: "Achieve Your Goals Through Persuasion" Booklet
(Please pick up in bookstore.)

Course Objectives: Through thorough examination and discussion of theoretical study and practice of persuasion communication skills, at the end of this course, each participant will:

- Understand concepts and the practice of appropriate persuasive skills for use in business, profession, and everyday life.
- Establish effective intrapersonal, interpersonal and group persuasive communication.
- Be able to assess his/her persuasive communication skills.
- Know techniques for improvement of oral, visual and writing persuasive skills.
- Become aware of barriers to effective persuasion.
- Have the ability to apply new persuasive skills to their personal and professional lives.
- Recognize the difference between manipulation and persuasion.

Prior to the Class:

1. Get the required booklet from the bookstore.
2. Compile a list of interests (i.e.: hobbies, sports, reading, movie interests, etc.)
3. You will be completing a journal throughout the course, so please prepare accordingly.
4. Start searching for a contemporary video example of good persuasion to share with the class. This could be a clip from any one of the following; a movie or television show, a motivational or political speech, a presidential debate, a commercial, etc.

The course is most effective if you have taken CMS 220, Interpersonal Communication, first. Also, if you will have scheduling difficulty with the class, there are some studies that cannot be missed. Please check with the instructor prior to signing up for the course, if you have a conflict.

Course Schedule: Each course moves at its own pace. This course schedule will be used as a guideline to move participants through the course, however the class may progress through the material slower or quicker depending on the needs of the students. Students and instructor will discuss the next week's assignments to be completed.

Day 1 Introduction to the Course Explanation of syllabus, class policies, projects and grading. Getting acquainted exercises. Discussion of qualities of a super persuader. Explanation of percentages of communications skills as opposed to technical skills. Skills needed to succeed as a persuader. Need for honest information and self-confidence. Exercise to evaluate assertion skills at beginning of course. Beginning of role-playing training for casual persuasion situations. The focus of this class will be to enhance students' awareness of their skills and needs at the beginning of the course allowing us to individually enhance skills needed.

Day 2 First Impressions Discussion of reading assignments. Discussing the five action steps for improving persuasive abilities. The first four minutes- realization of communication transaction in the first moments of contact. How do you look? Sound? Act? to a person who is not familiar with you. How do you approach a strong willed person? Role-playing casual persuasion situations. Recognizing non-verbal cues in a persuasive situation. Understanding and using proxemics (personal space), Preparation for formal persuasion situation role-playing.

This class will be focused on the initial meeting in a casual personal persuasive situation. Work will be done on improving comfort level and communication awareness in the first few minutes.

Day 3 Trust and Credibility Discussion of reading assignments. How to develop trust and credibility. Characteristics of trust, discussion of personality types. How to respond rather than react. Use of questions to be a better persuader. Learning turn around thinking. Using personal power. Learning to use a creative personality. The use of language in persuasion. Performance of formal role playing situations. Using persuasion in information gathering and persuasive interviews. Preparations for Interview Persuasion.

Focus of this session will be to formalize our communication skills to be used in a more structured setting.

Day 4 Better Listening Discussion of reading. Performance of interview situation role-playing. Discussion on improving listening skills, learning to focus. How to open a closed mind. How to deal with an angry person. How to conduct a group persuasion situation. The focus of this session will be dealing with challenging persuasion situations.

Day 5 Receiving Criticism Discussion of reading. Discussion on how to receive and give criticism, and how to use humor to increase persuasion. Dividing into two groups for group persuasion activity, One hour of preparation time and then one hour of discussion time. Evaluation of group persuasion. Explanation of solo presentation of persuasive topic with visual emphasis. A look at visual advertising.

The emphasis of this class will be how to work as individuals in a group's persuasion.

Day 6 Watching Persuasion in Action The class will share their video clips of examples of good persuasion. Preparation for group discussion role-playing. The focus of this class will be distinguishing between manipulation and persuasion in contemporary examples. Assignment of Final paper.

Day 7 The Magic of Charisma Discussion of reading. Advanced Communication Techniques. Presentation of visual emphasized persuasion. The use of words for presentation. Working with values, emotions, and attitudes. How to write commercials and advertising for radio and television. Writing of advertising for Doane Lincoln. The focus of this session will be the collaboration of visual and oral persuasion. Final paper due.

Day 8 The Persuader as a Motivator Discussion of reading. The focus of this session will be the persuader as a motivator. Final solo presentations. Summary of the Class. Comprehensive discussion of material covered in class and applications to life.

Readings: Assigned readings be completed prior to class time. You will be asked to respond to discussion questions related to the reading.

Attendance and Participation:

This is a communication course about communication. There will be many opportunities, throughout the semester, to practice effective communication through class discussion, small groups, audience participation, and presentations. What you learn in this class is directly related to your level of participation. Your grade will be affected by class absences. A loss of up to 10 points could be possible if you miss an entire class. Individuals should speak to the instructor prior to any possibility of class absences to discuss the ramifications.

Projects:

There will be 6 presentations made throughout the course of this semester that will be graded. The first one will be a two-person discussion, which will not involve outside preparation. The other five will include: A structured two person communication (an interview), a small group presentation, a visual and writing persuasion presentation, a radio commercial, a solo persuasive presentation, with questions and answers. Each presentation will be explained in class.

There will be group discussion in class, a casual journal assignment, and a sharing of video findings by the class.

Each student will be asked to write a five to seven page paper as explained by the instructor in class.

Grades: Your final grade will be computed on the basis of point accumulation as follows:

Unstructured Communication	5 pts
Structured 2 Person Communication	10 pts.
Small group Presentation	10 pts.
Visual/Writing Presentation	10 pts.
Radio Commercial Solo	10 pts.
Persuasion Presentation	20 pts.
Video clips	5 pts.
Audience Participation	5 pts.
Class Discussion .	5 pts.
Journal	5 pts.
Paper	<u>15 pts.</u>
Total	100 pts

Grades: 99-100pts = A+, 94-98pts = A, 90-93pts = A-, 87-89 =B+, 84-86pts =B, 80-83pts = B-, 77-79 = C+, 74-76 = C, 70-73 = C-, 67-69 = D+, 64-66 = D, 60-63 = D-, under 60 = F.

Academic Integrity Policy: The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of other's ideas without proper citation of sources is plagiarism and will result in a loss of all points for that particular assignment or test.