

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

COMM 375

Course Number _____ or Degree Plan(s) _____
 State the requested change and reason. A memo may be attached if more space is necessary.

Due to the nature of this course being both research and theory heavy, this course number should be increased from COMM 375 (Persuasion) to 475.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A	I				I	I
2.	Description (not affecting content)	A	A	A	I				I	I
3.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	A
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	A
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	A
11.	Cross list with another department: U or G level	A	A	A	A				A	A
12.	Department of record	A	A	A	A				A	A
13.	Open or close a course	A	A	A	A				A	A
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³							President	Faculty	Provost	GRAD	UUAC	UGEC	TEC	Deans	College Academic	Dept./School	Change to a Degree Plan
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--							
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--							
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--	A				A	--	A	--							
4.	University Requirements --- Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--							
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--							
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--							
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I							
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I							
9.	Major – Discontinue (proposed by the Provost)	See below.																	
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--							
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--							
12.	Minor — Add	A	A	A	A				A	--	A	--							
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--							
14.	Minor – Discontinue (proposed by the Provost)	See below.																	
15.	Degree — Add	A	A	A	A				A	A	A	I							
16.	Degree -- Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I							
17.	Degree – Discontinue (proposed by the Provost)	See below.																	
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--							

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I

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COUNCIL ³										
	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--	A			A	A	A
2.	Admission requirements	--	--	--	A			A	A	A
3.	Policies governing academic probation and suspension	--	--	--	A			A	A	A
4.	Requirements for graduating with honors	--	--	--	A			A	A	A
5.	Other academic policy changes	--	--	--	A			A	--	A

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

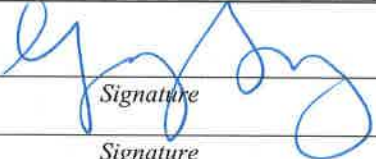
⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 3-8-17

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	11-30-2018 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	3-1-19 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	3/1/19 Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

Persuasion, COMM 475
Abilene Christian University
Dr. Lynette Sharp Peña
Spring 2020, TR 9:30-10:50 a.m., Sherrod Building 216

Office: Sherrod Building, 128

Telephone: 325-674-2136 (office)

Email: penyal@acu.edu (preferred method of communication)

Mailing address: ACU Box 28156

Office hours: MWF 9:30-11:00, MWF 2:00-3:00, and by appointment

"Like a hammer, persuasion is a useful tool. But one shouldn't use it to pound on others"
(Gass & Seiter, 2014, p. 357).

ACU mission statement: "To educate students for Christian service and leadership throughout the world."

College of Arts and Sciences Mission: "The mission of the College of Arts and Sciences is to engage students with humanity's greatest ideas to create understanding, apply insights, and serve the world as Christian thinkers and problem solvers."

Department of Communication Mission: "To educate students for Christian service and leadership throughout the world by developing communication skills through analyzing, managing, changing, and advocating ideas, people, organizations, and cultures."

Course Catalog Description: COMM 475 (3-0-3) is offered each Spring and is an upper-division, undergraduate course open to majors and non-majors. As indicated in the course catalog, this course includes theories and principles of communication useful in a number of contexts where individual or group change is important.

Required text: Gass, R. H. & Seiter, J. S. (2018). *Persuasion: Social influence, and compliance gaining* (6th ed.). New York: Routledge.

Course Description/Objectives

Persuasion is pervasive. Not only do we attempt to influence those around us, but we also are bombarded by messages on a daily basis that try to get us to think and act in particular ways. According to Gass and Seiter (2018), "Persuasion is a central feature of every sphere of human communication" (p. 5). Additionally, they note that persuasion is a crucial component of prosocial efforts and that "little of the good that we see in the world could be accomplished without persuasion" (p. 4).

Jesus also illustrates the importance of persuasion in the Great Commission: "*Later Jesus appeared to the Eleven as they were eating; he rebuked them for their lack of faith and their stubborn refusal to believe those who had seen him after he had risen. He said to them, 'Go into all the world and preach the good news to all creation. Whoever believes and is baptized will be saved, but whoever does not believe will be condemned'*" (Mark 16:14-16).

While the ability to create effective persuasive arguments is important, Paul indicates the ability to create ethical arguments is equally critical: *"For you have been called to live in freedom – not freedom to satisfy your sinful nature, but freedom to serve one another in love. For the whole law can be summed up in this one command: 'Love your neighbor as yourself'"* (Galatians 5:13- 14). To that end, this course will also address ethics in persuasive arguments.

Therefore, the primary goal of this course is to enhance your knowledge and skills in persuasion so you become a more effective, ethical persuader. This course will provide you with a solid grounding in theories, principles, and strategies of social influence as they apply to everyday contexts in which influence attempts take place. You will also learn about research related to persuasion, social influence, and compliance-gaining and about strategies and techniques of persuasion relating to a wide variety of real-life communication contexts, situations, and settings. As a result of this course, you should be able to do the following:

- Understand theory and research related to persuasion and attitude change (measured by quizzes, exams, and public service announcement assignment).
- Analyze persuasive messages for both effectiveness and appropriateness using appropriate theory and research (measured by quizzes, exams, and public service announcement assignment).
- Create effective and appropriate persuasive messages using appropriate theory and research (public service announcement assignment).

Course Requirements and Policies

1. **Course Communication:** All written course documentation (e.g., syllabus, assignments, etc.) will be available in Canvas. Additionally, you will be able to communicate with me and other students using the email button in Canvas. You will receive email from me and other students periodically. Therefore, you should check your ACU email account on a regular basis. If you do not use your ACU email account, you need to forward your ACU email to whatever account you use. If you need help in forwarding your email, please contact Team 55.
2. **Electronic Devices:** All communication that occurs during class time inside the classroom should contribute to a good learning environment for you and your classmates. You may use laptops or iPads strictly for taking notes for class. However, all other electronic devices (including cell phones or other listening devices) should be turned off and stored in a backpack, purse, or bag. Reading or sending messages, watching movies or videos, or engaging in other types of electronic communication during class is distracting to you, your classmates, and your professor. You may request special permission to have access to a cell phone (turned to vibrate) when class is in session. However, you must make this request in advance of using the electronic device.
3. **Due Dates and Assignments:** Following is the policy for due dates and a short synopsis of each type of assignment. Grading criteria for each assignment will be posted in Canvas. All students are expected to equitably contribute to group projects. Any student who does not fairly contribute to a group project will receive a zero for the assignment.

- **Due dates:** All assignments must be presented or turned in by the assigned date and time. If you will be absent for a university-sponsored activity on the day an assignment is due, you must turn in the assignment before you leave, or it will not be accepted.

Late work will not be accepted for a grade unless you have an "excused absence" (i.e., a documented medical or family emergency). Medical emergency is defined as a severe medical condition that usually requires you to have a hospital visit or to be hospitalized (e.g., broken bones or pneumonia) or physician-directed bed rest. Family emergency is defined as an unforeseen circumstance that requires you to be with your family (e.g., death in family or medical emergency in family). **Note that documentation will be required for all excused absences. To document an excused medical absence, a doctor's note must indicate you have been directed by the physician not to return to class and include the date by which you may return.** Unexcused late work or work not turned in prior to a university-related absence will receive a zero. All assignments missed due to excused absences are due within one week of your return to class.

- **Quizzes:** Online quizzes will be given for each assigned reading throughout the semester. During quizzes, you may access your text or notes. All quizzes are individual assignments and must be completed by you (the enrolled student) without assistance from other people. Each quiz will be a timed 15-minute quiz and will consist of 10 multiple-choice questions. Quizzes will be opened after class and closed 15 minutes before class begins. Your lowest quiz grade will be dropped. There are no excused absences for online quizzes.
- **Daily Grades:** Throughout the semester, you will complete exercises and activities to test your knowledge and skills related to course content. While some daily grades will be individual assignments, others will be group work. To earn credit for a group work daily grade, you must fully participate in the exercise/activity. Any student who does not fully participate will earn a zero for that daily grade. In addition, daily grades will be assigned to work completed outside and inside of class. An unexcused absence during a graded in-class exercise/activity will result in a zero. Daily grade assignments may be completed in the event of an excused absence. However, due to the nature of some daily grade assignments, an alternative assignment may be necessitated.
- **Exams:** Exams will test your knowledge of principles and theories of persuasion and your ability to apply them. There will be three exams. Exam format will be objective, short answer, and essay.
- **Public Service Announcement Assignment:** In this project, you and your group will apply persuasion theory and research to design, write, and produce a public service announcement.

You will be given designated time to work on this project in class. All group members are required to attend and participate in these group discussions. If a group member is absent or present but does not participate fully, then she or he will not earn credit for the assignment associated with the work day/discussion. Group work outside of class will also be needed, and all members should participate equally in work outside of class. All group members must be present and participate

equally on the day of the group project presentation. Anyone who is absent on the day of the presentation or does not participate equally will not earn any points for the presentation.

Each portion of the project will be graded based on the evaluation criteria explained in the assignment posted on Canvas. Additionally, your participation in your group will be peer-evaluated after each portion of the project. If the group's evaluation of a member's group performance demonstrates performance deficiency, then that individual's grade may be decreased by one letter grade or more. Full details concerning the assignment can be found in Canvas.

4. Grading:

<u>Assignment</u>	<u>Points</u>	<u>Grading Scale</u>
Quizzes	10% (15 total)	90%-100% = A
Daily Grade	10%	80%-89% = B
Exams	30% (3 total)	70%-79% = C
Public Service Announcement	50% (various components)	60%-69% = D
		Below 60% = F

5. **Participation & Attendance:** You should be prepared to ask and answer questions, provide thoughtful commentary, and engage in meaningful discussions of the assigned readings by the due dates listed in the syllabus. This will require that you do more than "skim" the reading material. You are responsible for any information you miss in class (e.g., missed notes or assignments, changes to the syllabus, returned assignments, etc.). **If you are absent (excused or unexcused) for more than 20% of class time during the semester (i.e., 7 or more class periods), then you should withdraw from the course. If you are still enrolled in the course at the end of the semester, then you will be assigned an "F" regardless of your performance in the course. To be counted "present," you must be seated in the classroom when attendance is taken and remain in the classroom through the end of the class period. After I have taken attendance, I will not change attendance from "present" to "tardy." Therefore, in order to be marked "present," you must be in class on time.**
6. **Academic Integrity:** A zero-tolerance policy is in force regarding academic dishonesty. "Violations of academic integrity and other forms of cheating," as defined in ACU's Academic Integrity Policy, "involve the intention to deceive or mislead or misrepresent, and therefore are a form of lying."

More specifically, the Policy defines academic integrity as "academic work completed as assigned for each class by the individual or group responsible for the work. Academic work includes but is not limited to reading assignments, assessments, examinations and tests, attendance at required out-of-class activities, written or oral presentations, and laboratory experiments and research."

According to the Policy, "Expectations of academic honesty and integrity extend to both university employees and students. Every member of the community is responsible for protecting the integrity of learning, scholarship, and research. Being responsible requires action against violations in spite of peer pressure, loyalty, or compassion. Individuals must take responsibility for their own conduct and discourage misconduct by others." The full

Academic Integrity Document is available for review [here](#).

Specific examples of academic dishonesty in this course include, but are not limited to, the following:

- ✓ Using others' ideas and words without proper documentation (i.e., failing to cite original sources of information);
- ✓ Using other students' work as your own (e.g., a previous student's case study or crisis analysis, not participating in group work but taking credit for it, exam answers, etc.);
- ✓ Falsifying information (e.g., fabricating sources and/or their content).
- ✓ Sharing, giving, and/or showing any written work you have completed to another student when it is an individual assignment (e.g., case study, crisis management plan, exam answers, etc.);
- ✓ Working with another person on an assignment when it is an individual assignment; and
- ✓ Allowing another person to copy your work in part or in whole.

Any degree of academic dishonesty will result (at the least) in an automatic zero for the assignment or exam. Any subsequent academic dishonesty will result in a failing grade for the course. All instances of academic dishonesty will be reported to the Chair of the Department of Communication, the Dean of the College of Arts and Sciences, and your department chair. See the full university policy, including how to appeal a decision, by following this [link](#).

7. **ACU ADA Statement:** "Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please call the Alpha Scholars Program office directly at 325-674-2667."
8. **ACU anti-harassment policy:** "As a Christian community, Abilene Christian University has committed itself, unequivocally, to ensuring a working and learning environment in which the dignity of every individual is respected. Harassment is defined as unwelcome behavior or conduct based on sex, religion, race, age, color, national origin, veteran's status, disability, or any other characteristic protected by law when (1) submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment, education, or participation in University programs or activities, (2) submission to, or rejection of, such conduct by an individual is used as the basis for a decision affecting an individual's employment, education, or participation in University programs or activities, or (3) such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive environment for work, education, or participation in a University program or activity. See the full university policy by following [this link](#)."
9. **Office hours:** Please feel free to come to my office to discuss course materials, assignments, or any problems that may arise throughout the semester. If my office hours are not

convenient, we can arrange another time to meet. If you need to speak with me when I am not in my office, you can email me anytime. Apart from weekends or when I am out of town, I will normally respond to email the same day I receive it.

The instructor reserves the right to make necessary changes in the syllabus as the semester progresses.