

SPC 309 Persuasion and Propaganda

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. Junior or Senior Standing

Theory and practice of persuasion in various media contexts; analysis of social implications, ethical base and impact of persuasive messages; analysis of contemporary propaganda in media contexts.

Reasons for Revision:

(Fall 2005) This course (formerly COM 309, Persuasion) was last revised in 1998 as part of a departmental program restructuring. A new focus on propaganda is added in this revision, because, in an age of unbalanced news coverage and deconstructed documentaries, propaganda has become more prevalent in mainstream media. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Note: As part of this overall revision, speech and criticism courses are being re-labeled as SPC rather than COM to distinguish between the humanistic base of the new SPC courses and the applied nature of the courses that will retain the COM prefix.

Student Learning Outcomes: Upon completion of this course, the student will be able to:	Course Content References:	Assessment:
1. Analyze theoretical concepts guiding the construction of persuasive messages	I, II	1. Exams, research/writing projects, oral presentations
2. Construct an ethical persuasive message for public presentation	I, II, III, IV	2. Exams, research/writing projects, oral presentations
3. Identify and analyze propaganda in various contemporary media	I, II, III, IV, VI	3. Exams, research/writing projects, oral presentations
4. Evaluate social and cultural implications of persuasive messages	I, III, V, VI	4. Exams, research/writing projects, oral presentations
5. Evaluate ethical issues in various uses of persuasion	I, III, V, VI	5. Exams, research/writing projects, oral presentations

Course Content:

- I. Theoretical Premises
 - A. Foundations of Persuasion
 - 1. Definitions
 - 2. Models
 - 3. Approaches
 - B. Contemporary theories and principles of persuasion
 - C. Contemporary theories and principles of propaganda
 - D. Ethics and persuasion
 - E. Symbol making and use
- II. Elements of persuasion
 - A. Source
 - B. Message content
 - C. Receiver
 - D. Persuasive goals
- III. Critical analysis of persuasion
 - A. Tools of motivation
 - B. Interpreting persuasive messages
 - C. Interpersonal influence
 - D. Cultural premises
 - E. Nonverbal messages
- IV. Becoming a persuader
 - A. Audience analysis
 - B. Credibility
 - C. Forms of support
 - D. Message delivery
 - E. Common tactics of persuasion
- V. Applications of persuasive premises
 - A. Persuasive campaign
 - B. Modern media and persuasion
- VI. Propaganda
 - A. Political applications
 - B. Advertising applications
 - C. Cultural applications

Resources:

Classic Scholarship in the Field

Ellul, J. (1973). *Propaganda*. New York: Vintage.

Schiller, H. (1973). *The mind managers*. Sidney BC: Beacon.

McLuhan, M. (1994). *Understanding media: The extensions of man*. Cambridge MA: MIT Press [reprint].

Current Scholarship in the Field

Cialdini, R.B. (2000). *Influence: Science and practice* (4th ed). New York: Pearson.

Gass, R.H., & Seiter, J.S. (2004). *Persuasion, social influence, compliance gaining* (2nd ed.). Boston: Allyn & Bacon.

Gudykunst, W.B. (2004). *Bridging differences: Effective intergroup communication* (4th ed.). Thousand Oaks CA: Sage.

Hogan, K. (2003). *The psychology of persuasion: How to persuade others to your way of thinking*. Gretna LA: Pelican.

Jowett, G.S., & O'Donnell, V. (2005). *Propaganda and persuasion* (4th ed.). Thousand Oaks CA: Sage.

Larsen, C.U. (2005). *Persuasion: Reception and responsibility* (10th ed). Belmont CA: Wadsworth.

Perloff, L.M. (2003). *The dynamics of persuasion: Communication and attitudes in the 21st century* (2nd ed.). Mahway NJ: Lawrence Erlbaum & Associates.

Pratkanis, A., & Aronson, E. (2001). *Age of propaganda: The everyday use and abuse of persuasion*. New York: Owl.

Simons, H.W. (2001). *Persuasion in society*. Thousand Oaks CA: Sage.

Taylor (2003). *Munitions of the mind: A history of propaganda*. Garden City NY: Manchester

Woodward, G.C., & Denton, R.E. (2004). *Persuasion and influence in American life* (5th ed.). Prospect Heights IL: Waveland.

Periodicals

Argumentation and Advocacy

Quarterly Journal of Speech

Communication Monographs

Communication Quarterly

Journal of Communication

Journal of Advertising Research

Journal of Public Relations Research

Electronic and/or Audiovisual Resources

Outfoxed: Rupert Murdoch's War on Journalism

Hijacking Catastrophe: 9/11, Fear & the Selling of American Empire

Deadly Persuasion: The Advertising of Alcohol & Tobacco

Why We Buy (2002)