

**SPCM 536: Seminar in Persuasion**

**Office Location:** Life Hall 231C

**Office Hours:** 1–2:30 M; 2:30–4 T/Th; 3–4:30 W; and by appointment

**Telephone:** (973) 655–5130

**Web site:** <http://www.Montclair.Edu/Pages/CommStudies/Kent/Index.htm>

**E-mail:** KentM@Mail.Montclair.Edu

**Course Description:** Seminar in Persuasion examines qualitative/quantitative approaches to the study of persuasion as well as examining several theories of persuasion such as power/authority, identification, mediated, textual/narrative, diffusion of innovation, community power theories, etc. Seminar in Persuasion also examines the critical skills necessary to create and evaluate persuasive messages.

**Objectives**

- To learn about the history of persuasion.
- To learn about various theories and approaches to persuasion.
- To learn about the current debates and issues in persuasion.
- To learn to critically evaluate persuasive messages.
- To learn to craft effective persuasive messages.

**Academic Dishonesty:** The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged.

**Plagiarism** is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else’s speech, presentation, essay, or news release as original. It also includes failing to document the source of word-for-word or paraphrased material in oral presentations or papers.

It is my policy to pursue plagiarism vigorously, to fail students who plagiarize, and to report cases of plagiarism to the university administration.

- **Please come to class prepared to participate and contribute to class, and please submit all work in a professional “final-draft-looking” form.**
- **Note Carefully: “draft,” dot-matrix-printed, or typed documents will not be accepted for grades.**
- **Late assignments will be discounted 10% per calendar day.**

**For “perfect” attendance (including being on time for each class) you will gain an additional 3% on your final grade. No exceptions to bonus will be made for any reason.**

<b>Assignments</b>	<b>Points</b>
<b>Reaction Papers to Readings</b> (3 at 100 points each—3 pp.)	<b>300</b>
<b>Book Review</b> (5–7 pp., class handouts, presentation)	<b>300</b>
<b>Exams</b> (2 take-home @ 150 points each)	<b>300</b>
<b>Research/Critical Essay, Annotated Bib., Pres.</b> (15+ pp. of text + bib.)	<b>600</b>
<b>Total</b>	<b>1,500</b>

**Texts/Readings (Required)**

Cooper, Martha D. and Nothstine, William L. (1998). Power Persuasion: Moving an Ancient Art into the Media Age [2<sup>nd</sup> edition]. Greenwood Indiana: Alistair Press.

Milgrim, Stanley, (1970). Obedience to Authority. New York.

**Packets:** available for checkout from the library or from me by the second week of class.