

Power Persuasion and Propaganda FALL 2012 Syllabus
SUNY Rockland Community College

Course Information

Course Number: SPE 203
Course Title: Power Persuasion and Propaganda
Credits: 3
Meets: TR 1:30 – 2:45
Room: 2200
FB Group: <http://www.facebook.com/groups/450817718274434/>

Contact Information

Instructor: (Chaya) Rachel Nove
Office: 2210 (Academic II, 2nd floor)
Office Hours: MW 9:00 – 10:00 & 11:00 – 12:00
TR 10:00 – 11:00 & 12:30 – 1:30
(or by appointment)

Course Description

Welcome to Power, Persuasion and Propaganda, an introductory course in persuasion. We will explore the theory of persuasion in face-to-face encounters with others (including interpersonal communication, sales and debates) as well as in the mass media (including commercials, political communication, "propaganda" and other persuasive campaigns). To understand how persuasion works we will explore how we ourselves are persuaded as well as how others are persuaded.

Textbooks: Larson, Charles, U. (2013). *Persuasion: Reception and Responsibility* 13th Edition. Boston: Wadsworth, Cengage Learning. (available in the bookstore).

Please be advised: If you don't obtain the text you should expect to fail the course! You can't do well without it. Additional readings (listed on the reading schedule) will be available online or distributed in class.

Technology

Please note: We will be utilizing the **Angel Learning Management System** for web-enhanced instruction for this course. We will use Angel Learning Modules for class handouts and possibly for other class assignments.

Additionally, we will utilize various social media, such as **Facebook** and **Twitter**, for specific projects. When we do, you will be required to create an account on these platforms in order to participate.

Student Learning Objectives

As a result of successfully completing this course, the student will be able to:

- Describe the media environment in the 21st century
- Recall and explain various definitions of persuasion such as those by the author of the text, Plato and Aristotle.
- Recall and explain models of persuasion such as elaboration likelihood model and George Lakoff's cognitive model.
- Describe perspectives on ethics in persuasion and be able to explain what would be considered ethical under the various perspectives.

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- Explain perspectives on how language influences persuasion and be able to give examples of various forms of language such as metaphors and god terms.
- Explain the basic elements of an academic debate including constructive speeches, rebuttals, cross-examinations, clash and flowing.
- Explain various definitions of and perspectives on propaganda and be able to explain what would be considered propaganda under these definitions and perspectives.
- Explain the origin and meanings of the word demagogue.
- Define key terms related to persuasion such as ethos, pathos and logos.
- Explain modern perspectives on persuasion such as Walter Fisher's narrative paradigm and apply it to or identify persuasive approaches that utilize them.
- Define and explain various forms of audience analysis (such as demographic, psychographic and sociographic analysis) and create persuasive messages based on them.
- Explain cultural myths/premises that American persuasion is often based on.
- Explain models of social movements such as the agitation and control model.
- Identify propaganda tactics used in recent history such as the propaganda campaign prior to the second Gulf War.

Grading

75% Three Tests (25% each)

Tests will be essay and/or short answer. A review sheet will be handed out at least one week prior to the test.

15% Quizzes, written assignments and online participation

In-class multiple-choice quizzes and in- or out-of-class written assignments will be on assigned readings or other topics, and may be unannounced. This class will also include an online component (a FB group). Each student is required to post new material at least ONCE per semester, and to comment on other students' posts at least TWICE per semester.

10% Class participation

Class participation will be measured by *my perception* of your constructive participation in class activities and discussion. Be aware that this portion of your grade is completely dependent on my subjective view of your participation. I expect that students will be cordial and respectful of others at all times.

Electronic Devices

Please note that cell phones and any other electronic devices that make audible noise must be turned off in class. Communication with others (by voice, text or other means) via any electronic devices (including answering a call or taking it out of the room) is not allowed. Use of such devices in class is disruptive, rude and will count against class participation. You may use a laptop or iPad (but not a cell phone) for taking notes, but if you are observed surfing the web or using social media during class you will lose that privilege for the rest of the semester. Each infraction of this policy will also count as an absence from class and you may be asked give up your device or to leave the classroom. Students should also be aware of the student code of conduct (copies are available through the Student Union).

Extra Credit

There will be 7 page extra credit paper option. At least some topic choices will be based on the assigned readings.

Attendance

You are allowed 3 unexcused absences. Two lates equal an absence. Each additional absence will lower your final mark one full letter grade (An A becomes a B etc.) Your active participation is essential for the success of this course.

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If you have a medical condition or other problem that may cause additional absences, please let me know in advance. If you are asked to leave the class, it will count as an absence.

Inclement weather: You may call (845) 574-4034 for closing or delay information.

Academic Dishonesty

Academic dishonesty is a serious offense and will not be tolerated. DO NOT DO IT. Below is the policy for academic dishonesty as per the SUNY Rockland student handbook:

- “1. Academic Dishonesty includes, but is not limited to the following:
 - a. Cheating on examinations.
 - b. Plagiarism, i.e.: the use of words or ideas of others, whether borrowed, purchased or otherwise obtained, without crediting the source.
 - c. Submitting work previously presented in another course.
 - d. Willingly collaborating with others in any of the above actions which result(s) in work being submitted which is not the student’s own.
 - e. Stealing examinations, falsifying academic records and other such offenses.

2. If the instructor deems that a student is guilty of cheating or plagiarism, the instructor may initiate disciplinary action through the Dean of Students, and/ or may:
 - a. Require that the student repeat the assignment or the examination.
 - b. Give the student a failing grade for the assignment or examination.
 - c. Give the student a failing grade in the course and deny the student continued access to the class.
 - d. The instructor should advise the Dean of Students, in writing, of any of these actions.

3. If the student wishes to appeal the above decision, he/ she may request in writing a hearing before a Hearing Committee.”

If any work is called into question you must be able to demonstrate to my satisfaction that the work was produced in accordance with the academic code of conduct. Note that the burden of proof is on the student (so for example, a student may have to prove to my satisfaction that the sources cited in her/his paper were sufficient to create the entire piece of work in accordance with the academic code of conduct).

Changes in Course Policy

If I want to change a course policy outlined in this syllabus I will only do so if a majority of students who are present in class approve it.

Accessibility Services (AS)

RCC is committed to providing qualified students with disabilities equal access to all programs, services and facilities in compliance with Section 504 of the 1973 Rehabilitation Act and the American with Disabilities Act. If you believe you will need accommodations to succeed in this class, you are strongly encouraged to contact Accessibility Services (AS) located in the Tech Center, RM 8150, (845) 574-454. Services are available to students with documented disabilities and are individualized based upon disability documentation, functional limitations and assessment of student’s needs without compromising academic standards.

Book Loan Funds

The financial aid office and the student senate may loan students money to buy textbooks. Don't fall behind in the reading. Take advantage of these funds if you need them.

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Course Outline, Readings and Assignments

Note: Readings are due on the day listed. Assignments and schedule are subject to change.

	Date	Topics and Readings	Assignments
1	Sept 4	Introduction to the course	Join FB group
	Sept 6	Larson - Chapter 1: Persuasion in Today's World	
2	Sept 11	Chapter 3: Traditional and Humanistic Approaches to Persuasion	Quiz #1
	Sept 13	Larson Chapter 3 continued Optional: "Anticipate and Influence Juror Reactions to Successful Women" by Elizabeth J. Parks-Stamm in the online journal: the Jury Expert (on Angel)	
3	Sept 18	NO DAYTIME CLASSES (Rosh Hashanah)	
	Sept 20	Fisher – excerpt from <i>Human Communication as Narration: Toward a Philosophy of Reason, Value, and Action</i> Optional: "Getting Beyond the Catchy Phrase and Creating a Trial Theme that Truly Works" by Ken Broda Bahm in the online journal, the Jury Expert (on Angel)	
4	Sept 25	Larson - Chapter 14: The Use of Persuasive Premises in Advertising and IMC	Quiz #2
	Sept 27	Larson - Chapter 14 continued	
5	Oct 2	CLASS CANCELLED Out-of-class / Online assignment TBA	
	Oct 4	Review for Exam #1	
6	Oct 9	Exam #1 (proctor)	Exam #1
	Oct 11	TBA Possible: Jacobs - Chapter 1: Introduction to Debate and Jacobs / Chapter 3: Flowing Optional: Pfau - The Subtle Nature of Debate Influence	
7	Oct 16	Larson - Chapter 6: Tools for Analyzing Language and other Persuasive Symbols	Quiz #3
	Oct 18	Larson - Chapter 6 continued	
8	Oct 23	Larson - Chapter 9: Cultural Premises in Persuasion	Quiz #4
	Oct 25	Excerpt from: <i>Don't Think of an Elephant!</i> by George Lakoff	
9	Oct 30	Continue discussing Lakoff's, <i>Don't Think of an Elephant!</i>	
	Nov 1	Review for Exam #2	
10	Nov 6	Exam #2	Exam #2
	Nov 8	Larson - Chapter 2: Perspectives on Ethics in Persuasion	
11	Nov 13	Larson - Chapter 2 continued	Quiz #5
	Nov 15	Larson - Chapter 11: The Persuasive Campaign or	

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		Movement Note: Viewing Questions for an excerpt from Triumph of the Will, Directed by Leni Riefenstahl will be handed out	
12	Nov 20	Larson - Chapter 11 Continued.	Quiz #6
	Nov 22	NO CLASSES (Thanksgiving)	
13	Nov 27	Hand Out: "The Techniques of Propaganda" by Charles U. Larson	
	Nov 29	Continue discussing Hand Out: "The Techniques of Propaganda"	
14	Dec 4	Mral – "The Rhetorical State of Alert before the Iraq War 2003"	Answers to Triumph of the Will viewing questions due
	Dec 6	Continue discussing Mral – "The Rhetorical State of Alert before the Iraq War 2003" Review for Exam #3	
15	Dec 11	Soft Power (TBA)	
	Dec 13	Exam #3	Exam #3
16	Dec 18	TBA	
	Dec 20	TBA	

Have a good winter break!

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Important Dates – Fall 2012

Saturday, September 1	Day/Evening Classes Begin
Monday, September 3	No day/eve classes Offices Closed
Friday, Sept. 7	Last day for 75% refund Last day to add day/eve classes
Friday, Sept. 14	Last day for 50% refund
Sunday - Monday Sept. 16-Sept 17	No day/eve classes
Tuesday, Sept. 18	No day classes – Evening classes will meet
Friday, Sept. 21	Last day for 25% refund. Last day to drop w/o a grade. Last day to apply for December graduation.
Tuesday, Sept. 25	No eve classes
Wednesday, Sept. 26	No day/eve classes
Monday, October 8	Classes in session
Friday, October 26	Last day to withdraw from a course w/o a failing grade. Last day to file pass/fail or audit forms in the Records Office Last day to finish an incomplete (I) from spring or summer
Tuesday, October 30	No eve classes
Sunday, November 11	Classes in session
Thursday- Sunday Nov. 22-Nov.25	No day/eve classes; Offices Closed
Friday, December 21	Last day of classes