

# COMM 007: PERSUASION

**Proposer:****Name:**

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**Effective Term:**

Fall 2025

**Credit Status:**

Credit - Degree Applicable

**Subject:**

COMM - Communication

**Course Number:**

007

**Discipline:**

And/Or	(	Discipline	)
		Communication Studies	

**Catalog Title**

Persuasion

**Catalog Description**

Theoretical examination of the principles and practices of persuasion in various communication settings as well as exploring the historical and contemporary approaches to persuasive messages throughout time. Additionally, this course will coach students on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages in an inclusive environment.

**Method of Instruction:**

Distance Education  
Lecture and/or Discussion

**Course Units/Hours:****Course Units Minimum:**

3

**Lecture Hours Minimum (week)**

3

**Total Contact Hours Minimum (semester)**

52.5

**Total Outside Hours Minimum (semester)**

105

**Total Student Learning Minimum Hours (semester)**

157.5

**Repeatability:**

No

**Open Entry/Exit:**

No

**Field Trips:**

Not Required

**Grade Mode:**

Standard Letter

**TOP Code:**

150600 - Speech Communication

**SAM Code:**

E - Non-Occupational

**Course Content**

**Methods of Assessment:**

Essay quizzes or exams  
Oral presentations  
Problem solving assignments or activities  
Skill demonstrations  
Written essays or extended papers

**Course Topics:**

Course Topics	
1	Defining persuasion and the role of persuasion in society and everyday life.
2	Predominant theories in persuasion, to include (for example); Aristotelian Theory, Rank's Model of Persuasion. Narrative Paradigm, Attribution Theory, use and abuse of illogical or fallacious reasoning; Elaboration Likelihood Model; Balance Theory; Cognitive Consistency and Cognitive Dissonance; and more.
3	Evaluating persuasive messages for credibility, purpose, situation and quality of arguments in English.
4	The role of persuasion in interpersonal, group, or mass media settings.
5	Verbal and nonverbal dimensions of persuasion.
6	Analyze the use of persuasion in personal relationships to include (but not limited to): Six Principles of Power, Deception, Appeals, Bargaining, Threats etc.
7	The role of source credibility in persuasion; to include ethos, pathos, logos.
8	Belief, attitude, and behavior development.
9	Ethical dimensions of persuasion and difference between coercion and persuasion.
10	Audience analysis and connecting to a culturally diverse audience.
11	Defining and explaining argumentation to include: Logicians, Formal Argument, the Syllogism, Aristotle, and The Toulmin Model.
12	The creation and structure of a persuasive message, video, or speech and performing effectively in front of a live audience and faculty.
13	Strategies to reduce communication apprehension and improve delivery effectiveness.
14	Explain and analyze the role of persuasion in mass media, social networking, and public health campaigns; Monroe's Motivated Sequence.

**Course Objectives:**

Course Objectives	
1	Analyze a particular persuasive message in order to identify the use of persuasive theories.
2	Identify the use of persuasive messages (verbal or nonverbal) when given different persuasive situations.
3	Demonstrate the use of audience analysis in selecting the proper pattern of organization for a persuasive speech, two-dimensional persuasive message, or a video-taped persuasive message.
4	Demonstrate differences between logical and illogical (fallacious) reasoning.
5	Select the most appropriate verbal and nonverbal cues for a given persuasive speech or situation.
6	Explain the role of source credibility through "older" theories (e.g., ethos, pathos, and logos) and "newer" theories (e.g., safety and trustworthiness, etc).

- 7 Discern the differences between belief, attitude, and behavior development.
- 8 Explain the difference between persuasion and coercion.
- 9 Explain the role of persuasion in order to meet social, identity, or practical needs whether in an interpersonal, intergroup, or inter-organizational setting.

#### Course Outcomes:

Course Outcomes	
1	Define and apply theories, concepts, and principles of persuasive communication.
2	Differentiate between ethical persuasion and unethical means of influence while knowing and adhering to ethical communication practices which include truthfulness, accuracy, honesty, and reason.
3	Explain and apply the theoretical foundations of creating and sharing knowledge, including the canons of rhetoric and the Aristotelian proofs of ethos, pathos, and logos.
4	Construct and deliver ethical, audience adapted, and research based informative and persuasive messages, evaluated by faculty in front of a live audience (one to many) using effective delivery techniques.
5	Develop, organize and support ideas with credible, accurate, and relevant cited research (primary and secondary sources) for informative and persuasive presentations.
6	Apply rhetorical principles when listening to, analyzing and evaluating impactful oral presentations from a variety of contexts.
7	Construct messages that are clearly, strategically, and effectively organized, while demonstrating rhetorical sensitivity to diversity, equity, inclusion, belonging, and accessibility.
8	Demonstrate the effective use of verbal and nonverbal communication in persuasive presentations, including developing confidence and managing communication apprehension.

#### Assignments:

Assignment Type:	Details
Reading	Evaluate Persuasive Message Reading Assignment: Students will pick a transcript from a famous persuasive speech or persuasive essay (provided prompt in class). Students will read the transcript or essay and in a one page response identify uses of ethos, pathos, and logos.
Homework	Ethics in Persuasion Free Write: After reading the textbook chapter on Ethics, write a one page response about the proper and improper way to persuade. Include examples from media, society, or your everyday life.
Writing	Persuasive Speech Outline: Students will write a persuasive speech or multiple persuasive speeches using one of the pre-determined patterns of organization based on audience analyses. Outlines will be in Standard Outline format and will include a reference page with the required number of credible sources for support and evidence.
Other	Persuasive Speech: Students have learned how to research, outline, and deliver informative and persuasive speeches. For this assignment, students will prepare and deliver a 6-8 minute persuasive speech in English following the Monroes Motivated Sequence (MMS) 5 Step Persuasive pattern with accompanying visual aids. Students must effectively employ the 5 Canons of Rhetoric: Invention, Arrangement, Style, Memory, and Delivery as discussed in class. Presentations will be performed in front of a live audience. In online courses, this presentation will be performed in front of a live audience of peers and a faculty member via tele-conference.
Other	Persuasive Theory Speech: In pairs, students will select one persuasive theory (e.g. Cognitive Dissonance, ELM, etc) and construct a 5-7 minute audience adapted presentation in English following the proper organization patterns discussed in class to teach the class about the main tenants/characteristics of their chosen Persuasive theory. They will also apply the theory to situations in their own life or in the media (tv shows, pop culture, etc). Students will need to research and write their own individual outlines with reference pages and create a joint visual aid. Presentations will be performed in front of a live audience. In online courses, this presentation will be performed in front of a live audience of peers and a faculty member via tele-conference.

**Textbooks or other support materials**

Resource Type:	Details
Books	Persuasion: Social Influence and Compliance Gaining 7th ed. Robert H. Gass and John S. Seiter. Publisher: Routledge. 2022. ISBN: 0367528487
Zero Textbook Cost	Persuasion Theory in Action: And Open Educational Resource. Amber K. Worthington. University of Alaska, Anchorage. 2021.
Zero Textbook Cost	The Public Speaking Project. Lisa Schreiber and Morgan Hartranft. Publisher: Millersville University. 2024.

**Equity Review:**

Yes

**Transferable to CSU**

Yes - Approved

**CSU General Education**

CSU GE A1: Oral Communication

Transferable to CSU

**This course will also be proposed for UC transfer.**

Yes

**Transferable to UC**

Yes - Proposed

**UC/IGETC General Education**

IGETC 1C: Oral Communication

Transferable to UC

**COS General Education**

COS GE A2: Oral Communication/Analytic Thinking

**Other Degree Attributes**

Degree Applicable

Not a Basic Skills Course

**Distance Learning Addendum**

DLA Comm 7 Updated 2024.pdf

**Banner Title:**

Persuasion

**Course Control Number:**

CCC000451974