

Instructor: David Romanelli

Office: 902 LT

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Office hours: T/Th 3:45-5:15 and by appointment. (Although my office is 902 Lewis Towers I will often hold office hours in 001 of the SOC.)

Syllabus

Goals of the Course: This course is designed to explore theories related to persuasion, social influence, and compliance-gaining. This exploration will ultimately culminate with the ability to examine situations and identify these theories in action.

Course Description: Students are required to read the assigned materials prior to the start of class. Lectures, discussions, and group activities will be based on the assigned readings. The instructor will also provide additional readings and information to facilitate the learning process.

Class Attendance Policy: Your success in this course will heavily depend on your attendance and participation in the classroom. You are expected to be present for every meeting of the course. If you are unable to attend a class or will be late for a class, you must notify the instructor in advance of the absence. The instructor reserves the right to make judgment on accepting and/or making up assignments missed because of class absence. You will be asked to provide documentation if you wish to make up missed work. No homework may be made up. Unexcused absences may result in failing the course. **NO COMPUTERS**, food, cell phones, or other electronic devices are permitted without permission from the instructor.

Assignments: There will be three quizzes worth 100 points each. The dates for the quizzes may change. Students will write one paper worth 100 points. Chapter outlines worth 5pts each (students must complete 10 of 16 which are on due at the start of each chapter in class). The homework for each chapter is due the day we begin the chapter and must be typed and given to the instructor **NOT** posted on Sakai. The guidelines for the paper will be developed in class. **The dates for assignments and exams will be announced in class. The dates on Sakai are only placeholders.**

Academic Dishonesty: (This comes from the SOC)

All Faculty are expected to require students to use legal and proper source attribution on assignments—whether written or media-driven.

Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse for not properly referencing your sources.

It is dishonest to:

- Turn in the same work for two classes;
- Turn in a paper you have not written yourself; or
- Copy from another student or use a “cheat sheet” during an exam.
- [This one is from me] Lie about an absence.
- [Also from me:] Having access to electronic devices (cellphones, laptops, etc. during an exam). Whether or not you use them is irrelevant. Put them away.

Students with disabilities:

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Text: Robert H. Gass and John S. Seiter. *Persuasion, Social Influence, and Compliance Gaining*, 5th Edition. Allyn and Bacon.

Tentative Schedule

(Exam dates will be announced in class)

Intro to Course/Why Study Persuasion? /What Constitutes Persuasion?

[Chapters 1 & 2]

Attitudes and Consistency

[Chapter 3]

Credibility

[Chapter 4]

Communicator Characteristics

[Chapter 5]

**Quiz #1

Conformity and Influence in Groups

[Chapter 6]

Language and Persuasion/ Nonverbal Influence

[Chapters 7& 8]

Structuring and Ordering Messages

[Chapter 9]

Sequential Persuasion

[Chapter 10]

***Quiz #2

Motivational appeals

[Chapter 13]

Visual Persuasion

[Chapter 14]

Esoteric Forms of Persuasion

[Chapter 15]

Compliance Gaining

[Chapter 11]

Deception

[Chapter 12]

Ethics

[Chapter 16]

***Quiz #3 on the last day of class.

****Paper due by 9:00 a.m. May 5th on Sakai