

Washtenaw Community College Comprehensive Report

COM 183 Persuasion Effective Term: Winter 2024

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: Communications, Media & Theatre Arts (new)

Discipline: Communication (new)

Course Number: 183

Org Number: 11500

Full Course Title: Persuasion

Transcript Title: Persuasion

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Course description

Rationale: This course has changed its scope to include general persuasion theories and techniques instead of just focusing on Broadcast Media Arts curriculum, as it had when created. Student Learning outcomes and objectives updated in 2021. The only change for this report is to the course description.

Proposed Start Semester: Fall 2023

Course Description: In this course, students will examine and analyze persuasive techniques, appeals and theories and apply them to everyday life. Focus is placed on how to create and deliver effective persuasive messages in different communication mediums. Through interactive course projects, students will examine levels of influence, power, compliance gaining and propaganda to have a better understanding of persuasion and the world around us.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education**MACRAO**

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer**Proposed For:**

Eastern Michigan University

Student Learning Outcomes

1. Define the persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam questions

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score a 2 out of 3 or higher.

Who will score and analyze the data: Communication Faculty (excluding those that teach COM 183).

2. Identify persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Student presentation

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher.

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183).

3. Define theories of persuasion used within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam question

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 2 out of 2 (100%).

Who will score and analyze the data: Communication Faculty (other than those teaching COM 183)

4. Identify theories of persuasion within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam questions

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher.

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183)

Course Objectives

1. Define ethos as a persuasive appeal that can be used within various mediums of communication.
2. Define pathos as a persuasive appeal that can be used within various mediums of communication.
3. Define logos as a persuasive appeal that can be used within various mediums of communication.
4. Identify the persuasive tools that are being utilized within the examined segments of the mediums.
5. Differentiate between the different mediums of communication and mass communication including news, advertising and commercial product placement.
6. Define theories associated with persuasion within the mass media.
7. Recognize examples of persuasive theory such as but not limited to cognitive dissonance and sleeper effect.
8. Recognize examples of persuasive theory such as but not limited to extended parallel process model and social judgment theory.
9. Examine principles of fear appeals used to persuade.
10. Recognize examples of persuasive theories such as but not limited to symbolic convergence theory, agenda setting theory, and uses and gratification theory.
11. Associate examples of persuasive theory with segments of the communication mediums.
12. Describe how various audiences respond to each persuasive theory.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer

Faculty Preparer:

Allison Fournier

Action

Faculty Preparer

Date

Jun 09, 2023

Washtenaw Community College Comprehensive Report

COM 183 Persuasion Effective Term: Fall 2022

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: Communication, Media & Theatre Arts (new)

Discipline: Communications (new)

Course Number: 183

Org Number: 11500

Full Course Title: Persuasion

Transcript Title: Persuasion

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Rationale: Three year Syllabus Review

Proposed Start Semester: Fall 2021

Course Description: Students will examine and analyze the persuasive techniques used within the different mediums of the mass media. Emphasis will be placed on radio and television and the various segments within those mediums including news, advertising and commercial product placement. This course will expose students to various theories and allow them to identify those theories which are prevalent throughout the mass media and the persuasive effects those theories have on the various audiences.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer

Proposed For:

Eastern Michigan University

Student Learning Outcomes

1. Define the persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam questions

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Students will be asked to define the tools of persuasion.

The tool questions will be worth three points.

Standard of success to be used for this assessment: 70% of the students will score a 2 of 3 or higher.

Who will score and analyze the data: Communication Faculty (excluding those that teach COM 183).

2. Identify persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Student presentation

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Student Presentation Rubric: Each student completes an analysis of a pre-existing ad campaign within mass media. Using the ad campaign, the students will identify what persuasive tools are being used and give an example of the tools used.

Standard of success to be used for this assessment: Success for this assessment will be 70% of the students will score 70% or higher.

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183).

3. Define theories of persuasion used within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam questions

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Departmental Exam: Students will be asked to define one of the theories of persuasion discussed in the course. The theory question will be worth two points.

Standard of success to be used for this assessment: Success for this outcome will be a minimum of 70% of the students will score 2 of 2 (100%).

Who will score and analyze the data: Communication Faculty (other than those teaching COM 183)

4. Identify theories of persuasion within the mass media.

Assessment 1

Assessment Tool: Outcome-related common exam questions

Assessment Date: Winter 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections of the course will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Student Presentation: Students will be asked to identify what persuasive theory (or theories) is being used in the ad campaign and give an example to prove the theory's use. This will be worth two points.

Standard of success to be used for this assessment: Success for this outcome will be 70% of the students will score 70% or higher

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183)

Course Objectives

1. Define ethos as a persuasive appeal that can be used within various mediums of communication.
2. Define pathos as a persuasive appeal that can be used within various mediums of communication.
3. Define logos as a persuasive appeal that can be used within various mediums of communication.
4. Identify the persuasive tools that are being utilized within the examined segments of the mediums.
5. Differentiate between the different mediums of communication and mass communication including news, advertising and commercial product placement.
6. Define theories associated with persuasion within the mass media.
7. Recognize examples of persuasive theory such as but not limited to cognitive dissonance and sleeper effect.
8. Recognize examples of persuasive theory such as but not limited to extended parallel process model and social judgment theory.
9. Examine principles of fear appeals used to persuade.
10. Recognize examples of persuasive theories such as but not limited to symbolic convergence theory, agenda setting theory, and uses and gratification theory.
11. Associate examples of persuasive theory with segments of the communication mediums.
12. Describe how various audiences respond to each persuasive theory.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Allison Fournier</i>	<i>Faculty Preparer</i>	<i>Jul 12, 2021</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Jul 12, 2021</i>
Dean: <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Jul 21, 2021</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Mar 28, 2022</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Apr 04, 2022</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Apr 05, 2022</i>

Washtenaw Community College Comprehensive Report

COM 183 Persuasion Effective Term: Winter 2017

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Communications

Course Number: 183

Org Number: 11520

Full Course Title: Persuasion

Transcript Title: Persuasion

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Outcomes/Assessment

Rationale: In order to heighten the expectations of meeting the course outcomes, the standard of success will be more stringent.

Proposed Start Semester: Winter 2017

Course Description: Students will examine and analyze the persuasive techniques used within the different mediums of the mass media. Emphasis will be placed on radio and television and the various segments within those mediums including news, advertising and commercial product placement. This course will expose students to various theories and allow them to identify those theories which are prevalent throughout the mass media and the persuasive effects those theories have on the various audiences.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Define the persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Common exam questions

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Students will be asked to define the tools of persuasion. The tool questions will be worth three points.

Standard of success to be used for this assessment: 70% of the students will score a 2 of 3 or higher.

Who will score and analyze the data: Communication Faculty (excluding those that teach COM 183).

2. Identify persuasive tools used within the mass media.

Assessment 1

Assessment Tool: Student presentation

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Student Presentation Rubric: Each student completes an analysis of a pre-existing ad campaign within mass media. Using the ad campaign, the students will identify what persuasive tools are being used and give an example of the tools used.

Standard of success to be used for this assessment: Success for this assessment will be 70% of the students will score 70% or higher.

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183).

3. Define theories of persuasion used within the mass media.

Assessment 1

Assessment Tool: Common exam questions

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Departmental Exam: Students will be asked to define one of the theories of persuasion discussed in the course. The theory question will be worth two points.

Standard of success to be used for this assessment: Success for this outcome will be a minimum of 70% of the students will score 2 of 2 (100%).

Who will score and analyze the data: Communication Faculty (other than those teaching COM 183)

4. Identify theories of persuasion within the mass media.

Assessment 1

Assessment Tool: Common Exam Questions

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections of the course will be assessed.

Number students to be assessed: All students will be assessed.

How the assessment will be scored: Student Presentation: Students will be asked to identify what persuasive theory (or theories) is being used in the ad campaign and give an example to prove the theory's use. This will be worth two points.

Standard of success to be used for this assessment: Success for this outcome will be 70% of the students will score 70% or higher

Who will score and analyze the data: Communication Faculty (excluding those teaching COM 183)

Course Objectives

1. Define the persuasive tools that can be used within various mediums of the mass media such as ethos, logos, pathos.
2. Identify the persuasive tools that are being utilized within the examined segments of the mediums.
3. Differentiate the segments of radio and television including news, advertising and commercial product placement.
4. Define theories associated with persuasion within the mass media.
5. Recognize examples of persuasive theories such as but not limited to cognitive dissonance, symbolic convergence theory, agenda setting theory, and uses and gratification theory.
6. Associate examples of persuasive theory with segments of radio and television.
7. Describe how various audiences respond to each persuasive theory.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Allison Fournier</i>	<i>Faculty Preparer</i>	<i>Aug 24, 2016</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Aug 24, 2016</i>
Dean: <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Aug 25, 2016</i>
Curriculum Committee Chair: <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Sep 26, 2016</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Oct 03, 2016</i>
Vice President for Instruction: <i>Bill Abernethy</i>	<i>Approve</i>	<i>Oct 04, 2016</i>