

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