

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

COMS 554

STRATEGIES AND TACTICS OF PERSUASION

COURSE DESCRIPTION

A practical application of current rhetorical, psychological and sociological theories of persuasion designed to facilitate understanding and change of attitudes, beliefs, and behaviors in various contexts including media, marketing, public relations, politics, and education.

RATIONALE

This course is part of the core requirements for the MA in Communication. This course will survey persuasion principles and theory relevant to the effectiveness of successful communication in the academic and workplace environments.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Analyze classical and contemporary theories of persuasion and how they explain behavioral action in interpersonal, public, media, social, and political contexts.
- B. Evaluate components and processes of persuasion which operate in public discourse and mass mediated messages according to the Christian Judeo ethic.
- C. Use ethical forms of persuasion in personal communication practice.
- D. Research persuasion theory and techniques and ideas for future research.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. In each Discussion Board Forum, the student will write a journal article review related to his/her research topic. The purpose of the forum is to generate ideas for the development of the Research Paper. Each thread must include at least 1 citation in current APA format and integration of at least 1 biblical principle. For each forum, the thread must be 400–500 words and the 2 replies must be 200–300 words.

D. Journal Article Reviews (2)

The student will write a total of 2 reviews, each of a scholarly journal article related to his/her research topic. Each review must be 2 pages and must be formatted in current APA style.

E. Title Page/Abstract/Introduction

The student will work on the first portions of the research paper.

F. Literature Review

In Module/Week 5, the student will submit the first half of the paper, which should be a review of the 15 sources found during the research process. This review should be written in paragraph format with appropriate topic sentences for each paragraph. Furthermore, through this literature review, the student should compare/contrast, analyze, and apply the scholarly perspectives presented in the research.

G. Research Paper

The student will select a topic from a pre-approved list provided on Blackboard. The paper must be formatted in current APA style and must include a reference page or works cited page. The paper must be 18–20 pages, not including the title page and reference/works cited page, and must include at least 20 references.

H. Paper Discussion

The student will post his/her Research Paper to the forum and give feedback to at least 1 classmate. The replies must be 200–400 words.

I. Exams (2)

The student will complete a Midterm Exam and a Final Exam on the textbook readings. Each exam is open-book/open-notes, consists of 100 multiple-choice, true/false, and essay questions, and has a time limit of 2 hours.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (2 at 40 pts ea)	80
Journal Article Reviews (2 at 50 pts ea)	100
Title Page/Abstract/Introduction	100
Literature Review	100
Research Paper	250
Paper Discussion	170
Exams (2 at 100 pts ea)	200
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 0–679

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty's [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

COMS 554

Textbook: Perloff, *The Dynamics of Persuasion* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Perloff: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions Journal Article Review 1	10 0 50
2	Perloff: chs. 3–4 1 presentation	DB Forum 1	40
3	Perloff: chs. 5–6 1 presentation	Title Page/Abstract/Introduction	100
4	Perloff: ch. 7 1 presentation	Journal Article Review 2 Midterm Exam	50 100
5	Perloff: chs. 8–9 1 presentation	Literature Review	100
6	Perloff: ch. 10 1 presentation	Research Paper	250
7	Perloff: chs. 11–12 1 presentation	DB Forum 2	40
8	Perloff: chs. 13–14 1 presentation	Paper Discussion Final Exam	170 100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.