

Instructors: Mark Healy (Psychology) and Matt Abrahams (Speech)
Office Hours: F31H - MW 2:30 – 3:30 (Mark) and TTh 9:45 – 10:30 (Matt)
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Counselor: Vicky Moreno – Phone: 864-8659

Prerequisites: Eligibility for English 1A or ESL 5

Course meets the Communication and Social Science Requirements: 8 units of credit

Course Description

Welcome to our learning community! *Mind Control: Persuasion & Propaganda* combines the concepts covered in Psych 1 and Speech 10 by focusing on the topic of persuasion and social influence. This class is a hands-on, practical class that provides an introduction to the theory, basic principles, and methods of psychology and effective oral communication.

We believe that true learning only occurs when everyone is involved and interested in the material presented. Our class will consist of a combination of lectures, discussions, group activities, projects, and speeches. Through constructive feedback, we will all have the opportunity to teach and help each other. I encourage you to use this course to explore and broaden your world view.

Course Objectives

Students will:

- (1) Examine, understand, and apply the basic theories of psychology and interpersonal communication.
- (2) Develop skills in preparing, organizing, and delivering informative and persuasive presentations to an audience.
- (3) Learn to detect, evaluate, create, and perhaps resist persuasive appeals using psychological and communication concepts.
- (4) Diagnose, evaluate and suggest improvement strategies for their own persuasive endeavors as well as for their fellow students.

Course Materials

- Persuasion- Integrating Theory, Research and Practice by Frymier and Nadler (2008) Kendall/Hunt Publishing
- Course Reader
- One VHS videotape and 3 computer ParScore test sheets and #2 pencil

Course Requirements

- (1) Regularly attend class, on time, with an inquisitive mind (see attendance policy).
- (2) Participate actively in class discussions and activities (see participation policy).
- (3) Complete, on time, the required reading, assignments, and presentations.
- (4) Bring text and Reader with you to each class and check email the evening prior to class.

Policies

Please review these policies carefully and thoroughly. Failure to comply with them will adversely affect your grade and possibly result in either removal from, or automatic failure of, this course.

Attendance Policy

Your attendance is essential because this class requires performance, participation and evaluation. One of the most valuable learning tools in a course like this one is the experience of observing others' presentations, evaluating them, and then applying what you have learned.

Absences are a very serious matter. By enrolling in this class, you are committing to attend promptly. Anything less than timely attendance (i.e., no tardiness) will affect your participation grade and could result in removal from the class. Attendance will be taken first thing at every class meeting. Make-up exams and presentations will only be granted for verifiable excuses (e.g., a doctor's note for an illness). If you are going to miss a class or know that you will be late, you must notify one of us as soon as possible. It is your responsibility to get yourself caught up.

Participation Policy

Because this class is an experience-based, skills-focused course, your participation is critical. Your participation grade includes being prepared and adding constructively to the class. You are expected not only to write and deliver your best work, but to be an intelligent and constructively critical discussion participant and audience member.

Specifically, any absence during the first two weeks of class will result in being dropped from the course. Each absence after the first that does not have a legitimate excuse (e.g., doctor's note) will result in a loss of points from your participation grade in addition to the loss of points of any assignment due that day. Three absences will result in a loss of all participation points and possibly result in removal from class. More than two late arrivals will also result in a loss of participation points. Please do not ask if you can make up an assignment or turn one in late.

Participation includes, but is not limited to, the following:

- Active, constructive involvement in discussions, activities, and group work
- On time and thorough completion of your assignments
- Staying focused on your work and tasks at hand and asking questions
- Fulfilling your commitments to your fellow students and your instructors
- Turning off all pagers and cell phones during class time

Plagiarism and Cheating Policy

Simply stated: Don't. Academic dishonesty and cheating in any way will not be tolerated. To deter plagiarism (claiming others' ideas or words as one's own), most assignments will be scanned by an anti-plagiarism software package. Cheating is grounds for automatic expulsion.

Requirements of All Written Work

All written work is to be **typed**, well-written, and grammatically correct. Please take advantage of proof-reading and spell-checking before submitting assignments. Emails of assignments will not be accepted, and handwritten (i.e., not typed) work will not be accepted.

Assignments

We will cover four major units in class. Most units will consist of the same pattern of activities:

- Lecture/discussion
- In-class activities, including individual, one-on-one, and group interactions
- Major deliverable, usually a presentation
- Quiz on relevant topics and concepts from lecture and reading

Your graded assignments by unit will be as follows:

Unit	Assignments
Introduction to Persuasion	<ul style="list-style-type: none"> • 3 Things in Common presentation
Individual Perception	<ul style="list-style-type: none"> • Self-reflection paper • Show and Tell Presentation • Victim of Persuasion Presentation
Interpersonal Communication	<ul style="list-style-type: none"> • Deviant for a Day Presentation • Interview Simulation
Public and Group Persuasion	<ul style="list-style-type: none"> • Advertising Portfolio • Persuasive Speech

Speeches, Presentations and Outlines

Specific speaking assignments will be as follows:

3 Things in Common	1.5-3 minutes
Show and Tell	1-1.5 minutes
Deviant for a Day Presentation	1.5-2 minutes per partner
Interview Simulation	10 minutes
Persuasive Speech	4-5 minutes
Advertising Portfolio Presentation	9-12 minutes

Speaking Order

We will do our best to alternate the speaking order so no one always goes first or last. Each student is expected to speak at his or her designated time. Severe grade penalties will be applied to anyone who does not present when he or she is expected to speak.

Quizzes

This course has no mid-term or final exams. However, you will be required to take four, non-cumulative quizzes. These quizzes will cover the content for a set portion of the class. The quizzes will be on information found in both the reading as well as lecture, and will be multiple-choice and short answer. They should not take longer than 45 minutes to complete.

Additional Assignments

Beyond presentations, reading and outlines, you will be required to complete the following:

- (1) Self-review – You will evaluate the videotape of your Persuasive Speech. Also, you will write up a debrief/evaluation of your Interview Simulation.
- (2) Reading Notecards– For most of our readings, you will be required to answer questions posted on our website on notecards.
- (3) Sample Speech Outline – As part of our discussion of speech organization, you will be provided with a sample speech for which you are to type up a complete outline using the format we discuss in class.
- (4) Victim of Persuasion – You will be required to answer a series of questions that focus on your experience and reflections of being a victim of someone’s interpersonal persuasion.

Grade Break Down

Quizzes	120 points	Three quizzes at 40 points each
Self-review	20 points	Two self-reviews at 10 points each
3 Things in Common	10 points	
Show and Tell	10 points	
Deviant for a Day Presentation	10 points	
Sample Speech Outline	10 points	
Self-reflection Essay	20 points	
Victim of Persuasion	10 points	
Interview Simulation	30 points	20 points for interview, 10 for questions
Persuasive Speech	40 points	30 points for speech, 10 points for outline
Advertising Portfolio Presentation	50 points	20 points shared, 20 individual, 10 outline
Participation Points	20 points	
Total	350 points	

Grades

A+ = 100%; A = 99%-93%; A- = 92%-90%; B+ = 89%-88%;
B = 87%-83%; B- = 82%-80%; C+ = 79%-78%; C = 77%-70%;
D+ = 69%-68%; D = 67%-63%; D- = 62%-60%; F = 59% or less

** We will round up to the .50%, but not for .49%

Class Schedule

Date	Topics	Reading	Assignment (Due Date)
Apr 6	Class Orientation, LinC, and Student Services <i>A Children's Story</i>		
Apr 7	Intro to Communication	1-15	3 Things in Common (4/9)
Apr 8	Intro to Psychology <i>LinC Learnings: Note-taking Skills</i>		
Apr 9	Persuasion 3 Things in Common	17-35 Reader	Show and Tell (4/16)
Apr 13	Theories, Hypotheses & Research	Reader 57-72	
Apr 14	Persuasion Theories, Reasoning, and Appeals		
Apr 15	Perception <i>LinC Learnings: Test Preparation Skills</i>	Reader	Victim of Persuasion (4/22)
Apr 16	Persuasion and Ethics Show and Tell	293-311	
Apr 20	Personality	261-284	
Apr 21	Communication Apprehension		Self-Reflection Paper (4/30)
Apr 22	Emotion Victim of Persuasion		
Apr 23	Quiz #1		
Apr 27	Learning and Balance	91-111	
Apr 28	Listening and Audience Analysis	Reader 159-177	
Apr 29	Norms, Schemas, & Conformity		Deviant for a Day (5/7)
Apr 30	Organization Self-Reflection Paper		Sample Outline (5/6)
May 4	Language and Framing	207-234	
May 5	Impression Management & Delivery Non-verbal Communication	Reader 185-202	
May 6	<i>PBS Jonestown film</i> Sample Outline	Reader (2 articles)	
May 7	Brainwashing & Cults Deviant for a Day		
May 11	Interviewing	Reader	Interview Presentations (5/18 and 5/19) Interview Questions (5/13)
May 12	Conflict		
May 13	Interrogations Interview Questions	Reader	
May 14	Interview Practice <i>LinC Learnings: College & Careers</i>		

May 18	Interview Presentations		Interview Self-review (5/21)
May 19	Interview Presentations		
May 20	Juries and Legal Decision-Making Quiz #2	Reader	Advertising Outline (5/27) and Portfolio (6/4)
May 21	Marketing, Public Relations and Sales Interview Self-review		
May 25	HOLIDAY - MEMORIAL DAY		
May 26	Advertising Part 1	Reader	
May 27	Advertising Part 2 Advertising Presentation Outline		
May 28	Decision Making and Problem Solving Portfolio Planning		
June 1	Advertising Portfolio Strategy Portfolio work-time		
June 2	Groups Part I	Reader	Persuasive Speech (6/17 and 6/18) Persuasive Outline (6/11)
June 3	Groups Part II Work on Portfolios		
June 4	Advertising Portfolio Presentations		
June 8	Political Campaigns		
June 9	Propaganda Start <i>Wag the Dog</i>	Reader	
June 10	End <i>Wag the Dog</i>	250-257	
June 11	Leadership Persuasive Outline	Reader	
June 15	Social Movements Persuasive Speeches Practice Start <i>Thank You for Smoking</i>	239-259	
June 16	End <i>Thank You for Smoking</i> Movie Discussion Persuasive Speeches Practice		
June 17	Persuasive Speeches		Persuasive Self-Reviews (6/22)
June 18	Persuasive Speeches		Persuasive Self-Reviews (6/22)
June 22	Toasts Infomercial Influence Persuasive Self-Reviews		
FINALS	Quiz #3		