

Instructors: Mark Healy (Psychology) and Matt Abrahams (Speech)
Office Hours: MW 1:30 – 2:30 (Mark) and M-Th 9:00 – 9:30 (Matt) Office: F31H
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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

Woodward, G. C., and Denton, R. E., Persuasion and Influence in American Life (5th Ed.) (2004). Waveland Press.

Course

One VHS videotape and 3 computer par score test sheets and #2 pencil

Active email address that is checked twice a week by 10PM on the night prior to class

**Optional:* Enroll in CAOS 131-Quick Presentation in Powerpoint; this is an online ½ unit class.

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 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, perhaps, result in either removal from or automatic failure of this course.

Attendance Policy

Your attendance is essential in 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 (read: no tardies) 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., untyped) 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 speech
- Skills practice

- 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 Presentation	10 minutes
Persuasive Speech	3-4 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 Interview and Persuasive Speeches.
- (2) Peer evaluation – You will be required to observe and evaluate your fellow students' speeches.
- (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	5 points	
Show and Tell	5 points	
Peer evaluations	10 points	Two peer evaluations at 5 points each
Deviant for a Day Presentation	10 points	
Sample Speech Outline	10 points	
Self-reflection Essay	20 points	
Victim of Persuasion	10 points	
Interview Presentation	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 7	Class Orientation, LinC, and Student Services <i>A Children's Story</i>		
Apr 8	Intro to Communication	18-22	3 Things in Common (4/10)
Apr 9	Intro to Psychology <i>LinC Learnings: Note-taking Skills</i>		
Apr 10	Persuasion 3 Things in Common	3-17	
Apr 14	Theories, Hypotheses & Research	Reader	Advertising Portfolio (4/22)
Apr 15	Advertising part I "Customer visit"	261-298	
Apr 16	Advertising part II Portfolio time		
Apr 17	Reasoning and Appeals	85-106	
Apr 21	Advertising Portfolio work time		
Apr 22	Advertising Portfolio Presentations		
Apr 23	Perception <i>LinC Learnings: Test Preparation Skills</i>	Reader	Victim of Persuasion (4/28)
Apr 24	Marketing and Social Movements Form portfolio groups	248-254	
Apr 28	Persuasion and Ethics Quiz #1 Victim of Persuasion	337-365	
Apr 29	Norms, Schemas, & Conformity	131-142	Deviant for a Day (5/12)
Apr 30	Personality and Emotion		Self-Reflection Paper (5/7)
May 1	Communication Apprehension		
May 5	Learning and Balance	192-195 142-151	
May 6	Impression Management & Delivery	Reader	Show and Tell (5/8)
May 7	Interviewing Self-Reflection Paper	Reader	Interview Presentations (5/19 & 5/20) Interview Questions (5/13)
May 8	Listening and Audience Analysis Show and Tell	Reader	
May 12	Brainwashing & Interrogations Deviant for a Day	Reader	
May 13	Organization Interview Questions	369-398	Sample Outline (5/21)
May 14	Interview Practice <i>LinC Learnings: College & Careers</i>		
May 15	Groups Part I	Reader	
May 19	Interview Presentations		Interview Self-review (5/22)

May 20	Interview Presentations		
May 21	Quiz #2 Groups Part II Sample Outline		
May 22	Decision Making and Problem Solving Interview Self-review		
May 26	HOLIDAY		
May 27	Conflict		
May 28	Juries and legal Decision-Making	Reader	
May 29	Non-verbal Communication	192-195	Persuasive Speech (6/17) Persuasive Outline (6/16)
June 2	Leadership	Reader	
June 3	Language and Framing Start <i>Wag the Dog</i>	51-79	
June 4	Political Campaigns End <i>Wag the Dog</i>	304-327	
June 5	Cults	Reader	
June 9	<i>PBS Jonestown film</i>		
June 10	Propaganda	Reader	
June 11	<i>Thank You for Smoking</i>		
June 12	Speaking persuasively		
June 16	Persuasive Outline Persuasive Speeches Practice		
June 17	Persuasive Speeches		Persuasive self-eval (Due day/time of final speech)
June 18	Persuasive Speeches		
June 19	Persuasive Speeches		
June 23	Toasts		
FINALS	Quiz #3 Persuasive self-eval		