

**HC 320 THE POWER OF PERSUASION - Spring 2006**  
CAMPUS: O'HARE, SATURDAY - 9:00 A.M. to 12:00 P.M.

**FACULTY:**

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**COURSE DESCRIPTION:**

The intent of this course is to give students a **beginning** understanding of how persuasion and persuasive techniques (verbal and nonverbal) can be used in the communication process of relationships, in the family, and in the world of work. Students will study the *art* of persuasion by analyzing the text of selected American figures and their speeches, and learn to recognize the skill sets of sending and receiving (encoding & decoding) persuasive messages. Moreover, students will study the approaches, ethics, and symbols of persuasion, by exploring the great speakers and what they were trying to accomplish through language, culture, power, and knowledge. Studying the texts will also strengthen and empower the student's strategic approaches to persuasion, both verbal and nonverbal.

**COMPETENCIES:**

F-X: Can utilize communication skills in achieving command of groups and articulate intelligently with respect to interpersonal contact.

H-3-D: Can effectively employ the skills of negotiation, mediation, or interpersonal communications in the resolution of a dispute or problem.

H-3-E: Can speak effectively in public settings.

**LEARNING OUTCOMES:**

Students who successfully complete this course will:

Establish effective strategies for public speaking;

Demonstrate persuasive techniques;

Recognize, through communication, the power bases in their field of work;

Become aware of the various nonverbal stimuli affecting oral communication;

Understand body communication and how body type communicates and how body movements and gestures communicate;

Recognize facial and eye communication and how they communicate by sending and receiving signals.

**TEXT:**

Reid, American Rhetorical Discourse, Waveland Press, 3/E, ISBN: 1-57766-367-5

Woodward, Gary C., and Robert E. Denton, Jr., Persuasion and Influence in American Life, 5/E, Waveland Press, ISBN: 1-57766-285-7

**LEARNING STRATEGIES:**

Lecture & discussion,

Readings,

Small group work,

Individual written projects.

**EVIDENCE OF LEARNING:**

1. Class Participation 20 pts.
2. Mid Term Exam 30 pts.
3. Persuasive Speech 40 pts. Students will deliver a *Persuasive Address*. It can be on the topic of your choice, however, it should pertain to your “world of work.” The written text should be 8 - 10 pages double spaced, and in MLA format.
4. Research Findings 10 pts. Select one area of nonverbal communication based upon class discussion. Write a 2-3 page paper giving an overview of recent research findings on the topic by examining journal articles, the Internet, or books.

**CLASS POLICIES:**

1. Absences: See <http://www.sn1.depaul.edu/current/handbooks.asp#AI>
2. Late papers will receive lowered grades.
3. Any question concerning the above policies, please see me privately.

**WEEK ONE - 03/25/06:**

The course and syllabus will be discussed in detail.

Work through any questions and/or concerns regarding course work, mid term, and projects. Begin an overview and discussion of rhetorical discourse.

**WEEK TWO - 04/01/06:**

Read and be prepared to discuss Patrick Henry’s “Speech to the Virginia Ratifying Convention” in our text: American Rhetorical Discourse - ARD. We will analyze the *issues* Henry advocates, along with his *invention*, *presentation*, and *impact* on his audience. In other words - how does Henry use *persuasion* to change the status quo. We will also discuss, in detail, Cicero’s Five Ancient Canons of Rhetoric: *Invention, Arrangement, Style, Memory, Delivery*.

**Additional Reading:** Persuasion & Influence In American Life - PIAL “Management of Symbols”

**WEEK THREE - 04/08/06:**

Class discussion on theory and practice used in communication, paying particular attention to the working world. We will look at the types of *appeals* used in persuasion, along with the types of *power* most often found in the organization.

**WEEK FOUR - 04/15/06:**

Mid term exam

**WEEK FIVE - 04/22/06:**

Students will present their speeches. We will spend time critiquing the speeches and I will address any lingering questions or concerns. Please turn in your written text.

**Additional Reading:** PIAL - “Credibility & Authority” “The Psychology of Persuasion”

**WEEK SIX - 04/29/06:**

Lecture/discussion on receiving persuasive messages: **The Individual Perspective and the Socio-Cultural**

**perspective.**

**WEEK SEVEN - 05/06/06:**

Overview and introduction to Nonverbal communication: Beginning perspectives of codes, functions, contexts.

**Additional Reading:** PIAL - “Interpersonal Persuasion” “Public Persuasion”

**WEEK EIGHT - 05/13/06:**

Lecture, discussion, and role-playing techniques designed to explain Kinesic cues: Body, Eyes, and Face

**WEEK NINE - 05/20/06:**

Lecture/discussion and exercises models designed to acquaint students with how clothing, hair styles, jewelry, home furnishings, office decoration, and colors communicate persuasive messages.

**Additional Reading:** PIAL - “Ethical Considerations of Persuasion”

**WEEK TEN - 05/27/06:**

This class will begin with a short lecture on spatial communication (Proxemics) and then break into small groups, discussing the use of space in our interpersonal interactions. As a larger group, we will define how these arrangements are communicated in our homes and work sites.

**WEEK ELEVEN - 06/03/06:**

Students will present their research findings. We will have a final wrap-up, addressing any issues you may have.

**DEPAUL POLICIES:**

<http://www.sn1.depaul.edu/current/handbooks.asp#A1>