

FACULTY SENATE
CURRICULUM COMMITTEE
Course Approval Form

74-5/41
K

Department Speech and Theatre
Title Persuasion and Social Influence
Sponsor(s) Speech Communication Advisory Committee: Drs. Kushner, Kislak, Ms. Weyand--
Dr. Del Polito, Ms. Palladino, Ms. Wise No. of Credits 3

Approved by the department Graduate ()
Not recommended by the department Undergraduate (X)

Information copies forwarded: Academic Dean; Chairman; Curriculum Committee

Michael J. Kelly
Signature: Department Chairman

ACADEMIC DEAN

Consultation on proposal has been held

Comments:
Arnold E. Voce
Signature: Academic Dean

CURRICULUM COMMITTEE

Proposal received

Open Hearing held 3/21

Returned to the department for the following reason(s):

no record 3/21

Approved by the Curriculum Committee

Presented to Executive Committee of the Faculty Senate as information

Notifications forwarded: Academic Dean; Department Chairman

James J. ...
Signature: Chairman, Curriculum Committee

4/18

ACADEMIC DEAN

I have reviewed the final documents as approved and concur with same.
Budget, faculty and library resources are adequate for immediate implementation.

I have reviewed the final documents as approved and concur with same.
Budget, faculty and/or library allocations for the current academic year
are inadequate for immediate implementation or implementation in the next
fiscal year. The earliest that the proposal might be implemented would be

HEGIS Taxonomy Number: _____


Signature: Academic Dean

Copies forwarded: Chairman, Curriculum Committee; Department Chairman;
Provost; Registrar

REGISTRAR

Approved course description received

Signature: Registrar

PROVOST

Official copy and approval sheet filed

Signature: Provost (or designee)

- Note:
- 1) Course proposal format is attached
 - 2) A copy of this approval form should accompany each proposal
 - 3) A copy of a proposed catalogue description of the course must accompany the proposal as a separate page.

TO: Dr. Joseph ...

FROM: ...

RE: ...

The Department of Speech and Theatre and the Communication Department request approval of the following new undergraduate program ...

1504 215 Persuasion and Social Influence

A survey of the history and theory leading into the rise of Persuasion beginning with the classical age and extending through present day applications ...

Essence of the Proposal

- 1. Three semester course
- 2. No prerequisites. Other Speaking and Communication Study courses: Introductory Speech Communication suggested, but not required
- 3. Available in Speech and Theatre in a creative theory and research course in the Speech Communication track and Department of Speech and Theatre studies. First offering for the next of the college campus
- 4. Total credits: 3-4 credits per year depending on credit assignment

Program Staff Response

- a. Adequate staff and facilities (library, space, etc.) are presently available. The course may be staffed by either Speech/Theatre or Communications; subject to the approval of the Speech Communications Coordinator and respective chairpersons
- b. A relevant course which covers the field of Persuasion and Social Influence is not now available.
- c. Overall Objective of the course: to develop a knowledge of classical, medieval and empirical designs in rhetorical persuasion in order to study the practical and ethical results of persuasive strategies; to study the persuasive act as a series of choices, each linked to particular consequences
- d. See addendum for course outline.

Specific Objectives:

- (a) To acquire the principles and theories of classical, medieval and modern rhetoric
- (b) To evaluate the logic of classical and empirical appeals to any particular situation

I. General Issues in Persuasive Communication

- A. Self-Deception
- B. Self-Deception in Persuasion
- C. Self-Deception and Persuasion: The Influence of Self-Deception on Persuasion
- D. Self-Deception and Persuasion: A Review
- E. Self-Deception and Persuasion: A Review
- F. Self-Deception and Persuasion: A Review
- G. Self-Deception and Persuasion: A Review
- H. Self-Deception and Persuasion: A Review
- I. Self-Deception and Persuasion: A Review
- J. Self-Deception and Persuasion: A Review
- K. Self-Deception and Persuasion: A Review
- L. Self-Deception and Persuasion: A Review
- M. Self-Deception and Persuasion: A Review
- N. Self-Deception and Persuasion: A Review
- O. Self-Deception and Persuasion: A Review
- P. Self-Deception and Persuasion: A Review
- Q. Self-Deception and Persuasion: A Review
- R. Self-Deception and Persuasion: A Review
- S. Self-Deception and Persuasion: A Review
- T. Self-Deception and Persuasion: A Review
- U. Self-Deception and Persuasion: A Review
- V. Self-Deception and Persuasion: A Review
- W. Self-Deception and Persuasion: A Review
- X. Self-Deception and Persuasion: A Review
- Y. Self-Deception and Persuasion: A Review
- Z. Self-Deception and Persuasion: A Review

II. Psychological Processes

- A. Self-Deception
 - 1. Self-Deception
 - 2. Self-Deception
 - 3. Self-Deception
 - 4. Self-Deception
- B. Self-Deception
 - 1. Self-Deception
 - 2. Self-Deception
 - 3. Self-Deception
 - 4. Self-Deception, Self-Deception and Self-Deception
- C. Self-Deception
 - 1. Self-Deception-Dissidence Theory
 - 2. Self-Deception Theory
 - 3. Self-Deception Theory
 - 4. Self-Deception Judgment
 - 5. Self-Deception Theory

III. Legal and Ethical Responsibilities within the Persuasive Process

- A. Ethical Issues
- B. Ethical Issues
- C. Ethical Issues
- D. Legal Issues and Constraints

IV. Individual and Organizational Applications of Persuasive Theory

- A. Company Strategies
- B. Self-Deception
- C. Self-Deception