

11/26/2024

DATE

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REQUIRED COURSE

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ELECTIVE COURSE

HUM DIVISION

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NEW COURSE

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REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-220	TITLE: (30 Characters Max)		Persuasive Speaking			
SEM CR HRS:	3	Lecture:	3	Lab:	0	ECH:	3
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input checked="" type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit	Clinical Practicum:	0	Work-based Learning	0
COURSE PCS #	11 - 23.1304		IAI Code	Contact Hours (Minutes Per Week)			
Repeatable (Y/N):	Pass/Fail (Y/N):	Variable Credit (Y/N):	Min:	Max:	16 Wks	150	8 Wks
Prerequisites:	COM-111						
Catalog Description: (40 Word Limit)	Studies audience attitudes, logical lines of reasoning, and emotional appeals used in causing an audience to accept different views or to adopt recommended courses of actions.						

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Persuasion in today's world	5			
2	Advertising/Sales appeals	7			
3	Topics for persuasive speeches	2			
4	Propositions of fact	7			
5	Propositions of value	7			
6	Proposition of policy	7			
7	The speaker	3			
8	Emotional appeals	3			
9	Ethics	4			
TOTAL		45	0	0	0

EVALUATION

QUIZZES <input checked="" type="checkbox"/>	EXAMS <input checked="" type="checkbox"/>	ORAL PRES <input checked="" type="checkbox"/>	PAPERS <input checked="" type="checkbox"/>
LAB WORK <input type="checkbox"/>	PROJECTS <input checked="" type="checkbox"/>	COMP FINAL <input type="checkbox"/>	OTHER <input checked="" type="checkbox"/> final speech

COURSE MATERIALS

TITLE:	Persuasion and Influence, Reception and Response-Ability
AUTHOR:	Charles U. Larson
PUBLISHER:	Cengage
VOLUME/EDITION/URL:	14th
COPYRIGHT DATE:	2019

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
Persuasion in today's world	5	1. Determine the impact persuasion plays on a daily basis. 2. Discuss persuasion and distinguish it from informative speaking. 3. Reflect on critical persuasive speaking events in American history and characterize its effects.
Advertising/Sales appeals	7	1. Describe sales techniques. 2. Employ the five levels in the hierarchy of needs. 3. Integrate the steps of a motivated sequence. 4. Summarize persuasive elements used in media advertising. 5. Distinguish effective advertising techniques from propaganda.
Topics for persuasive speeches	2	1. Generate appropriate subjects for persuasive speaking.
Propositions of fact and speeches – Round I	7	1. Prepare and employ effective speeches on propositions of fact.
Propositions of value and speeches – Round II	7	1. Prepare and employ effective speeches on propositions of value.
Proposition of policy and speeches – Round III	7	1. Prepare and employ effective speeches on propositions of policy.

The speaker	3	1. Demonstrate vocal qualities and bodily actions to enhance a persuasive speech. 2. Prepare effective visual aids. 3. Generate opposing sides to an argument. 4. Critique ethical dilemmas.
Emotional appeals	3	1. Produce emotional appeals as effective persuasive elements.
Ethics	4	1. Synthesize credible information 2. Judge sound reasoning
45		

Outcomes*	At the successful completion of this course, students will be able to:
Course Outcome 1	Critique persuasive tactics utilized on a daily basis in various media.
Course Outcome 2	Appraise persuasive messages while identifying underlying theories.
Primary Laker Learning Competency	Critical Thinking: Students connect knowledge from various disciplines to formulate logical conclusions and judgments.
Secondary Laker Learning Competency	Communication: Students communicate effectively and appropriately through the exchange of information.

*Course and program outcomes will be used in the software for outcomes assessment and should include at least 1 primary and 1 secondary Laker Learning Competency. Limit to 3-5.