Course Title:
Persuasive Communication Campaigns

Course Number:
COMM 5553-101

Course Description:
This course examines theory and research about persuasive communication campaigns. We will probe and discuss a variety of research studies that inform us about the planning, implementing, and evaluation processes related to persuasive communication campaigns. The format of the class will largely be discussion-based with some lecture. In the tradition of graduate seminars, my role is to act more as a facilitator rather than as a lecturer.

Class Dates, Location and Hours:
Dates: October 30-November 1 & November 6-8, 2015
Location: Room 2039, College of Allied Health; OU Health Sciences Center; 1200 N. Stonewall; Oklahoma City, OK 73117-1215
Hours: Fri 5:30-9:30 p.m.; Sat 8:30 a.m.-4:30 p.m.; Sun 1:00-5:00 p.m.
Last day to enroll without penalty: October 1, 2015

Site Director:
Steve Watson. Assistant: Kay Crawford. Phone: (405) 739-7365 or DSN 339-7365; Fax: (405) 739-7365; E-mail: apokc@ou.edu

Professor Contact Information:
Course Professor: Norman Wong, Ph.D.
Mailing Address: Department of Communication
University of Oklahoma
Norman, OK 73019-2081
Telephone Number: (405) 325-3754
Fax Number: (405) 325-7625
E-mail Address: nwong@ou.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK, and can be ordered online, by phone, by email, or by fax. Ordering online at http://www.bkstr.com/oklahomastore/home is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email 0831mgr@fheg.follett.com. Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

2. Materials posted on the OU Desire to Learn (D2L) system: Additional readings are available for download on D2L. Access D2L at http://learn.ou.edu; enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.

Note: The Follett/AP Bookstore is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through the Follett/AP Bookstore.

Course Objectives:
The primary purpose of this course is to enable students to understand the fundamentals of how persuasive communication campaigns are developed, implemented, and evaluated.

Schedule of Topics and Readings:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/30</td>
<td>Introduction to the course; Nature of campaigns</td>
<td>R&amp;A (Ch. 1-3); Cho &amp; Salmon (2007); Noar (2006); Noar (2012); Slater (1999)</td>
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<tr>
<td>10/31</td>
<td>Formative research (Part 1)</td>
<td>R&amp;A (Ch. 4); Slater (1996); Smith &amp; Findeis (2013); Stephenson &amp; Southwell (2006)</td>
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<tr>
<td>10/31</td>
<td>Formative research (Part 2)</td>
<td>Clark-Hitt et al. (2012); Robbins &amp; Niederdeppe (2014); Silk et al. (2014); Massi-Lindsey et al. (2007)</td>
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<tr>
<td>10/31</td>
<td>Cognitive approach</td>
<td>Burgoon et al. (1995); Fishbein &amp; Cappella (2006); Garnett et al. (2014); Hersey et al. (2005); Stone et al. (1994)</td>
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<tr>
<td>11/1</td>
<td>Affective approach</td>
<td>R&amp;A (Ch.11); Massi-Lindsey (2005); Quick et al. (2009); Way &amp; Masters (1986)</td>
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<tr>
<td>11/1</td>
<td>Message design (Part 1)</td>
<td>R&amp;A (Ch.12); Goldstein et al. (2008); Johnston &amp; Kaid (2003); Pfau et al. (2002)</td>
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<tr>
<td>11/6</td>
<td>Message design (Part 2)</td>
<td>R&amp;A (Ch. 14-15, 17); Miller et al. (2007); O’Keefe &amp; Jensen (2007); Shen et al. (2010)</td>
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<td>11/6</td>
<td>Traditional media</td>
<td>R&amp;A (Ch. 23); Kahn &amp; Kenney (2002); McKeever (2012); Schooler et al. (1998)</td>
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<td>11/7</td>
<td>Entertainment media</td>
<td>R&amp;A (Ch. 22); Morgan (2009); Moyer-Guse (2008); Moyer-Guse &amp; Nabi (2010)</td>
</tr>
<tr>
<td>11/7</td>
<td>Interpersonal channels</td>
<td>Dunlop (2011); Eveland (2004); Frank et al. (2012); Hwang (2012); Southwell &amp; Yzer (2009)</td>
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<tr>
<td>11/8</td>
<td>Internet/new media</td>
<td>R&amp;A (Ch. 19); Abroms &amp; Lefebvre (2009); Cho et al. (2009); Morin &amp; Flynn (2014)</td>
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<tr>
<td>11/8</td>
<td>Evaluation</td>
<td>R&amp;A (Ch. 6-8); Evans et al. (2009); Hornik &amp; Yanovitzky (2003)</td>
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Assignments, Grading and Due Dates:
Before class, the student is expected to have read all of the chapters in the text.

Attendance and Participation (20%)
You are expected to attend all class sessions and to participate actively in the class discussions. Be prepared to ask questions you had about the readings and to give your opinions on them.

Reaction Papers (30%)
You will be expected to complete 10 reaction papers on the journal articles covered in the class. For each class session, you are to turn in 2 reaction papers by the beginning of class via Dropbox on D2L.
reaction papers should be 1-2 pages in length, and the objective is to either critique a study that was done or to offer your opinion on whether you agree or disagree with the authors’ main arguments raised in the article and why.

Post Seminar Prospectus (50%)

You will design a **proposed communication study** to test a communication campaign strategy or competing campaign strategies discussed in class within a context of your choosing based on the different strategies we will cover in class. The following are some suggestions for project ideas:

- Relative influence of affective vs. cognitive messages in campaign communication
- Relative influence of gain vs. loss framed messages or positive vs. negative emotional appeals in campaign communication
- Test of an inoculation strategy within a campaign communication context
- Role of interpersonal communication & social media on the impact of campaign diffusion and campaign effects
- Influence of nonverbal cues in campaign communication
- Impact of entertainment media and entertainment-education on campaigns

The paper must include: (1) a review of the relevant literature, (2) development of clear testable hypotheses, and (3) clear explication of the methods used to test the hypotheses (including finding the appropriate measures for the variables). **Due three weeks after the last class session, November 29, 2015.**

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Integrity and Student Conduct

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student’s academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc…in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc…; intimidation and interference with integrity process; and plagiarism. All students should review the Student’s Guide to Academic Integrity at http://integrity.ou.edu/students_guide.html

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at http://studentconduct.ou.edu/

Accommodation Statement

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
Norman C. H. Wong, Ph.D.

Education

• Ph. D. 2005, University of Georgia. Department of Speech Communication, Major: Communication
• M. A. 2000, University of Hawaii at Manoa. Department of Speech, Major: Speech
• B. A. 1997, University of Hawaii at Manoa, Department of Speech, Major: Speech

Current Positions

Associate Professor, Department of Communication, University of Oklahoma

Major Areas of Teaching and Research Interest

• Health communication
• Mass communication
• Social influence
• Social cognition
• Message processing

Representative Publications and Presentations


Representative Honors and Awards Received

• 2005 Dissertation Completion Assistantship. University of Georgia.

Major Professional Affiliations

• Member: National Communication Association
• Member: International Communication Association