

Persuasion in Practice

Once during the semester, you will be responsible for leading a discussion on a selected example of Persuasion you find in your everyday life such as a commercial, advertisement, speech, or campaign. The selected example should have a clear persuasive message and should be analyzed using three course concepts. Discussion leadership assignments will be determined on the second day of class. On your leadership day, you will prepare both a written reflection and set of discussion questions which you will use to lead a 5-7 minute discussion of your example following a brief (2-3 minute) overview of the example.

Written Reflection (35 pts)

Your written reflection on the selected example should contain a brief (no more than 1 page) summary of the example, including any and all necessary context, explanation of cultural significance, and any and all responses/controversy surrounding the example. You will then apply at least 3 course concepts to the example, making sure to explain both the concept and how it is exemplified in the example (this may stem from the context or controversy of the selected example). Finally, you should draw at least two conclusions about the example and how it correctly or incorrectly utilizes the concepts of persuasion explored in your textbook. *The summary is worth 5 points, each course concept is worth 5 points, and each conclusion is worth 5 points. Five points will be reserved for grammar and style.*

Discussion Questions and Leadership (15pts)

With your article summary you should include 3 smart, if not highly impressive discussion questions for the class to consider. The oral presentation should NOT be a lecture, or even an extended summary. You should briefly introduce and summarize the example for the class, using visual aids when necessary, and then engage the class in a discussion about the example. You should feel free to draw on the concepts and analysis from your reflection. *Each question is worth 3 points and your ability to engage discussion and interact with the class is worth up to 6 points.*