SPC 3544 DISCUSSION ASSIGNMENT #3
ASSIGNED: 10/30/21
DUE: SUNDAY 11/7/21 by 11:59 PM EST (uploaded to Canvas)

DIRECTIONS: Please answer completely all questions. Note that questions contain multiple parts and your answers should clearly indicate which part of the question you are responding to (e.g. 2b). Questions 1-3 ask for short answers. Question 4 asks for a formal essay. **Your typed answers should be uploaded as a word document to Canvas by Sunday, November 7, 2021 at 11:59 PM EST**. This discussion assignment is designed to be completed independently. You may consult your notes and course readings as you formulate your responses. This discussion assignment is worth 50 points.

1. Please read the following article "Rising Water Levels Force Florida Politicians to Address Climate Change" (https://www.mynews13.com/fl/orlando/news/2020/10/29/rising-sea-level-forces-florida-politicians-to-address-climate-change-). This article contains several arguments around the stasis questions of conjecture, definition, quality, and procedure. [10 points]

    a. Identify one argument from conjecture (existence) presented in the article. Explain why it is an argument from conjecture. (2 points)

    b. Identify one argument from definition presented in the article. Explain why it is an argument from definition. (2 points)

    c. Identify one argument from quality presented in the article. Explain why it is an argument from quality. (2 points)

    d. Identify one argument from procedure (policy) presented in the article. Explain why it is an argument from procedure. (2 points)

    e. Analyze whether the article presents a conflict (collision of arguments) around a question of conjecture, definition, quality, or procedure. In other words, are there differing viewpoints mentioned on a question of existence, definition, importance, or policy? Explain. (2 points)

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2. In class, we discussed the differences between descriptive and injunctive norms in culture. [6 points]

   a. Explain the difference between descriptive and injunctive norms. (2 points)

   b. The president of a homeowner's association (HOA) sent the following message to the residents of a community:

> "This is a reminder that road paving will continue this week and affect ALL OF GREAT FALLS ROAD, along with some of Virginia Road that connects to Great Falls Road. I would like to thank everyone that followed the rules to move their cars and stay off the wet pavement. However, some of our neighbors felt the need to walk over the wet pavement, and leave foot prints and marks. There will be fines issued to pay for the cleaning of foot prints off of the sidewalks."

   Assess how this HOA message <u>mixes both</u> descriptive and injunctive norms. (2 points)

   c. Using the HOA message in 2b as an example and our discussion in class of Cialdini's study of the petrified forest, explain why this message may have backfired for getting neighbors to "follow the rules to move their cars and stay off the wet pavement." (2 points)

3. Revisit our discussion in class of the Milgram experiment. Explain how power relationships and perceived researcher expertise operate to get the "teacher" to comply and repeatedly shock the "learner." Your answer should clearly define power and expertise here while explaining how they both operate in the compliance gaining process. [4 points]

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4. ESSAY PROMPT: Please watch the following advertisement from the Ad Council called "First Domino." (https://www.youtube.com/watch?v=OivE3pjlsHk).

Based on our course discussions related to emotions and fear appeals, *write an essay that assesses the effectiveness of this fear appeal to prevent individuals from texting while driving. How effective is this fear appeal?*

Specifically, your 600-750 word essay should assess the four components of a fear appeal in evaluating the ad's effectiveness (i.e. severity of threat, probability of occurrence, efficacy of coping response, and ability to enact a solution). Your essay should include clear definitions of the components of a fear appeal, examples from the advertisement that illustrate (or do not illustrate) each fear appeal component, and references to the course textbook and discussions on the topic. Your essay should be professionally structured and written according to the rubric provided.

Essay Grading Rubric [30 points]

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|---|---|
| **Introduction**<br>• Includes a clear preview of the argument of the essay and main points for whether the ad is an effective fear appeal. | 5 points |
| **Body**<br>• Main points clearly stated, developed, and integrated into the broader direction/argument of the essay.<br>• Includes clear definitions of fear appeal components and examples from the ad to illustrate main points.<br>• References material support from class discussions and the Borchers (2012) textbook. | 15 points |
| **Conclusion**<br>• Reviews direction/argument of the essay and main points. | 5 points |
| **Mechanics**<br>• In-text citations, additional sources cited in APA style<br>• Professional spelling, grammar, and punctuation<br>• Double-spaced, 1" margins, 12-point, Times NR font, 600-750 words<br>• Include word count with essay | 5 points |