

# Indiana University-Purdue University Fort Wayne

## COM 30300: Intercultural Communication

## COM 31800: Principles of Persuasion

These courses are reported together because the basic structure and rigor is the same, as both are 300-level major-specific courses. Both courses are divided into two units, punctuated at the end with a comprehensive essay exam: a midterm and a final.

COM 303

COM 318

Indiana University-Purdue University Fort Wayne

My Blackboard

(Course is unavailable to students) COM 303 Home Page

Welcome to COM 303-06106X Indiana University-Purdue University Fort Wayne Spring 2012

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Office hours: Happily by appointment.

COM 303 Home Page

Add Course Module Customize Page

My Announcements To Do

Indiana University-Purdue University Fort Wayne

My Blackboard

(Course is unavailable to students) COM 318 Home Page

Welcome to COM 318-031 Indiana University-Purdue University Fort Wayne Spring 2012

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My Announcements To Do

Weeks 1-8

Build Content Assessments Tools

Week 1: January 9th-15th

Week 2: January 16th-22nd

Week 3: January 23rd-29th

Week 4: January 30th-February 5th

Week 5: February 6th-12th

Week 6: February 13th-19th

Week 7: February 20th-26th

Week 8: February 27th-March 4th

In order to give students an opportunity to complete items and have their graded items returned in advance of spring break, all week 8 items are due by Friday, March 2nd at 11:59 p.m. Since the deadline is earlier than the standard Sunday deadline, materials for this week are being made available one week in advance to allow students an opportunity to plan accordingly.

Weeks 1-8

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Build Content Assessments Tools

COM 303 WK 8 Overview.pdf

COM 303 Blog\_Vlog 2.pdf

Midterm Course Evaluation

Availability: Item is no longer available. It was last available on Mar 2, 2012 11:59 PM.  
Enabled: Statistics Tracking

Midterm Exam

Availability: Item is no longer available. It was last available on Mar 2, 2012 11:59 PM.

Week 2: January 16th-22nd

Build Content Assessments Tools

COM 318 WK 2 Overview.pdf

COM 318 WK 2 Study Guide.pdf

Video Lectures

Week 2A Discussion Board

Week 2B Discussion Board

Video Response Assignment

In each class, students are divided into teams in which they are required to discuss course concepts and synthesize them with personal examples. Students also complete peer review of term papers and collaborative learning assignments and assessments in teams.

## Groups

You can facilitate collaboration among students by setting up groups. Groups allow students to establish a closer virtual relationship with members of the class and promote a sense of online community. [More Help](#)

All Groups
Group Sets
All Users

Create
Import
Export
Group Settings

Bulk Actions
View Options

<input type="checkbox"/>	Name	Group Set	Enrolled Members	Self-Enroll	Available
<input type="checkbox"/>	COM 318 Elite Ops	COM 318 Team	0	No	Yes
<input type="checkbox"/>	COM 318 FAB 8	COM 318 Team	0	No	Yes
<input type="checkbox"/>	COM 318 Persuasion Pirates	COM 318 Team	0	No	Yes
<input type="checkbox"/>	COM 318 Persuasion Punks	COM 318 Team	0	No	Yes

Bulk Actions
View Options

Displaying 1 to 4 of 4 items
Show All
Edit Paging...

## Discussion Board

Forums are made up of individual discussion threads that can be organized around a particular subject. Create Forums to organize discussions. [More Help](#)

Create Forum
Search
14

Delete

<input type="checkbox"/>	Forum	Description	Total Posts	Unread Posts	Total Participants
<input type="checkbox"/>	COM 318 Persuasion Pirates		3	3	0
<input type="checkbox"/>	Week 4 DB	Analyze a jingle or line of ad copy (5 or more words) according to the functional, semantic, and thematic dimensions of language. What metaphors or archetypes were used in the example? How do the type of sentence (simple, compound, or complex), syntax, and charismatic terms (if present) strengthen the message? Do the advertisers seem to be using a pragmatic or unifying style and how do you know? Post a link to the advertisement and also share your general thoughts on it.	1	1	0
<input type="checkbox"/>	Week 5 DB A	Which of the four premises do you think is most important in interpersonal (one-on-one communication between friends, partners, relatives, etc.) persuasion and why? Give an example from your own experience.  Note: All DB 5A posts should be posted as threads within this main thread.	3	3	0
<input type="checkbox"/>	Week 5 DB B	Which premise do you think is most important in politics? Sales? Advertising?	3	3	0
<input type="checkbox"/>	Week 6 DB A	Give an example from a news story or advertisement that you have read/seen in the last week that uses fallacies. Post a link to the video, ad, or news story. Which fallacies were used and what did you think about them when you first saw them (did you even notice)?	4	4	0
<input type="checkbox"/>	Week 6 DB B	Do you think it is ethical or unethical to intentionally use fallacies when trying to persuade? Why or why not?	4	4	0
<input type="checkbox"/>	Week 7 DBA	Select two cultural values, parables, or myths that you are easily persuaded by and give examples. Why are these values, parables, or myths successful in persuading you? Is there any connection to your cultural identity (or identities)?	4	4	0
<input type="checkbox"/>	Week 7 DBB	Post a link to a political campaign ad from the last year that demonstrates one of Reich's cultural parables and explain which cultural parables are demonstrated. Do you think the ad is effective?	4	4	0
<input type="checkbox"/>	Week 9 DBA	Describe an (appropriate to share in class) interpersonal interchange that you were a part of recently in which you were trying to persuade someone else to think or do something. Describe the nonverbal communication and how needs were addressed (as best as you can remember). Were you successful or unsuccessful in persuading the other person and why? What would you do the same or differently next time?	3	3	0
<input type="checkbox"/>	Week 9 DBB	Which of Orban and Leather's categories of nonverbal behaviors are most likely to influence you in interpersonal interactions (remember, that's one-on-one communication) and why?	3	3	0
<input type="checkbox"/>	Week 10B	Post a link to a video clip of 3-5 minutes in length, available free and online (Hulu, YouTube, or a network website would be good, and please make sure the clip is appropriate to share in class to a wide audience) that exemplifies power, compliance-gaining, and compliance-resisting strategies. Explain what types of power were demonstrated demonstrated and what compliance-gaining and compliance-resisting strategies were used. How could the persuasion have been enhanced?	3	3	0