



SYLLABUS

ASTURIAN ENVIRONMENTAL PERSUASION

Instructor: Dr. Alena Amato Ruggerio

Language of Instruction: English

UO Credits: 4 credits

Contact Hours*: 40 hours

Total Hours of Student Engagement (THSE) in all course activities*: 120 hours

OVIEDO, SPAIN

COURSE DESCRIPTION

This course explores what communicators can do to serve the Principality of Asturias and the country of Spain with our skills of persuasion. We will learn to bust the myths that persuasion is synonymous with propaganda, unethical sales, or product marketing by applying ethical persuasion strategies grounded in rhetorical theory and social scientific data to contemporary environmental issues such as ecotourism and wildlife conservation in Asturias. Becoming a competent creator and critical consumer of persuasive messages is not only beneficial to us as individuals, it is also a goal of each responsible communicator in a globalized world and an imperiled natural environment.

COURSE OBJECTIVES

Instructional Goals. The course will:

- Present persuasion concepts from rhetorical theory and social scientific data, including appeals to ethos, compliance gaining strategies, audience analysis and adaptation, and ethical encoding and reception.
- Present the context for contemporary Asturian environmental issues such as ecotourism and wildlife conservation that offer exigencies to which persuasion can respond.

Student Outcomes. Students who successfully complete this course will:

- Define persuasive strategies from rhetorical theory and social scientific data
- Understand the environmental exigencies in contemporary Asturian issues to which persuasion can respond.
- Identify, analyze, and adapt a persuasive message to a target audience.
- Apply persuasion strategies to the selected target audience on behalf of the Asturian ecosystem
- Create ethical written and visual artifacts of persuasion keyed to selected persuasive exigency and target audience.

INSTRUCTIONAL METHODOLOGY

This course will use the following instructional methods:

- In-class activities on textbook (*Persuasion, Social Influence, and Compliance Gaining* by Robert Gass and John Seiter) content introducing persuasion strategies. The classroom activities will change with each lesson. Examples include Rock Around the Clock for sensory persuasion channels, Compliance Gaining Theater, and comic strips for sequential persuasion.

- Presentation

Student roundtable presenting their final projects: persuasion campaign and artifacts

- Guest Lectures

On the issue of Asturian ecotourism, a representative from one or more of the following agencies could be invited to speak to the class:

- Asociacion de Turismo Rural de Fuentes del Narcea
- The University of Oviedo's Institute of Natural Resources and Spatial Planning
- The Faculty of Tourism of the University of Oviedo
- The Consejeria de Fomento del Principado del Asturias (SID) [Ministry of Development of the Principality of Asturias]
- Ordenacion del Territorio y Medio Ambiente [Territorial Planning and the Environment]

On the issue of Asturian wildlife conservation, a representative from one or more of the following agencies could be invited to speak to the class:

- Oso de Asturias [Asturian Brown Bear] Foundation
- Oso Pardo Foundation
- FAPAS Fondo Para la Proteccion de las Animales Salvajes [Fund for the Protection of Wild Animals]

- Course-Specific Excursions

A trip to one or more of the following could be planned:

- Fuentes del Narcea Nature Park
- Casa del Lobo and Wolf Enclosure at Belmonte de Miranda
- Museo Jurásico de Asturias in Colunga and dinosaur footprints at Playa de la Griega

METHOD OF EVALUATION (GRADING)

The method of assessment should correctly correspond to the level of the course, as outlined above.

Comprehensive Student Work:

- Final Paper reporting on persuasion campaign on behalf of an environmental issue in Asturias. The final paper will address the student's analysis of the persuasion need, the target audience, the persuasion strategies, and the artifacts created.

- Visual and written artifacts created by the students to be used in the persuasion campaign on behalf of the Asturian environmental issue.

- Student roundtable presenting persuasion campaign and persuasive artifacts to the audience

Ongoing Assessment:

- Knowledge Base of Spain: Designated students will report on links, reflections, and reports on a topic relevant to the course to contribute to the knowledge base of the class. Topics will include an analysis of the persuasion appeals used in current environmental messages sent by Asturian agencies, a brainstorm of questions to ask tour guides on an upcoming excursion, existing persuasion appeals discovered on a recent excursion, useful research on ecotourism and wildlife conservation that could be applied to the Asturian context, etc.

COURSE OUTLINE

[note: This schedule is representative but obviously not set in stone. Of course I am not wedded to the exact dates and exact excursions and guest speakers listed. Everything is open for negotiation and collaboration with Site Director Carmen Arrue and her team in Oviedo.]

CLASS MEETING	THEME AND ACTIVITIES	TEXTBOOK READING	KNOWLEDGE BASE OF SPAIN
Week 1 Day 1	Introduction to the Course and Assignments	Read Syllabus and Schedule	
Week 1 Day 2	What is Persuasion and Why Study It? Activity: Peitho on Trial	Pages 1-34	Major conversations in ecotourism
Week 2 Day 1	What is Good Persuasion?	Pages 34-38	Brainstorming questions for upcoming guest lecturer
Week 2 Day 2	Guest Lecture: Fondo Para la Proteccion de las Animales Salvajes		
Week 3 Day 1	Motivational Appeals	Chapter 13, pages 270-286	Analysis of existing Asturian ecotourism appeals
Week 3 Day 2	Excursion: Fuentes del Narcea Nature Park		
Week 4 Day 1	Compliance Gaining Activity: Compliance Gaining Theatre	Chapter 11, pages 225-243	Persuasion appeals found during the Fuentes del Narcea Nature Park excursion
Week 4 Day 2	Guest Lecture: The Faculty of Tourism of the University of Oviedo		
Week 5 Day 1	Sequential Persuasion Activity: Comic Strips	Chapter 10, pages 204-221	Analysis of existing Asturian wildlife conservation appeals
Week 5 Day 2	Persuasion Structure Activity: Refutation Crossword	Chapter 9, pages 182-199	On the Cantabrian brown bear and the Iberian lynx

Week 6 Day 1	Persuasion Ethics Activity: Go to Your Post	Chapter 16, pages 337-354	On the Asturian wolf and Asturcon pony
Week 6 Day 2	Visual Persuasion Activity: Concentric Circles	Chapter 14, pages 292-312	On the Asturian pollinators and wild bee protection
Week 7 Day 1	Excursion: Casa del Lobo and Wolf Enclosure		
Week 7 Day 2	Audience Analysis and Adaptation Activity: Infomercial	Chapter 5, pages 91-112	Persuasion appeals found during the Casa del Lobo excursion
Week 8 Day 1	Sensory Persuasion Activity: Rock Around the Clock Introducing final assignments	Chapter 15, pages 316-332	Students' Choice: on term project
Week 8 Day 2	Persuasion Through Consistency Appeals Activity: Cognitive Dissonance Worksheet	Chapter 3, pages 48-66	Brainstorming questions for upcoming guest lecturer
Week 9 Day 1	Guest Lecture: Asociation de Turismo Rural de Fuentes del Narcea		
Week 9 Day 2	Ethos Activity: Survivor Series	Chapter 4, pages 72-88	Students' Choice: on term project
Week 10 Day 1	Persuasion Through Conformity Appeals Activity: Google Slides	Chapter 6, pages 116-136	Final project process check-in
Week 10 Day 2	Persuasion and Language Activity: Field Trip to the Árbol	Chapter 7, pages 141-156	Students' Choice: on term project
Finals Week	Roundtable Presentations		Final Paper and Persuasion Campaign Artifacts due

COURSE READINGS

Gass, R. H., & Seiter, J. S. (2011). *Persuasion, social influence, and compliance gaining* (4th ed.). Boston, MA: Allyn & Bacon.