

Communication & Culture: Persuasive Communication

Last Updated: Mon, 01/12/2026

Course prefix: LMC

Course number: 3206

Section: B

CRN

32516

Instructor first name: Avital

Instructor last name: Shira (Ziegler)

Semester: Spring

Academic year: 2026

Course description:

Examines ways in which forms and media of communication create and are created by other cultural constructs.

Academic honesty/integrity statement:

Students are expected to maintain the highest standards of academic integrity. All work submitted must be original and properly cited. Plagiarism, cheating, or any form of academic dishonesty will result in immediate consequences as outlined in the university's academic integrity policy.

Core IMPACTS statement(s) (if applicable):

This is a Core IMPACTS course that is part of the Arts, Humanities & Ethics area.

Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question:

- How do I interpret the human experience through creative, linguistic, and philosophical works?

Completion of this course should enable students to meet the following Learning Outcome:

- Students will effectively analyze and interpret the meaning, cultural significance and ethical implications of literary/philosophical texts in English or other languages, or of works in the visual/performing arts.

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- Ethical Reasoning: The ability to assess one's own ethical values and the social context of problems, recognize ethical issues in a variety of settings, think about how different ethical perspectives might be applied to ethical dilemmas and consider the ramifications of alternative actions.
- Information Literacy: The ability to recognize when information is needed and how to locate, evaluate, effectively use, and synthesize the needed information, and appropriately credit original material.
- Intercultural Competence: The ability to develop knowledge, skills and behaviors that support effective and appropriate interaction in a variety of cultural contexts.

This course also develops the following career-ready competencies associated with Core IMPACTS:

- Critical Thinking: Making decisions and solving problems through the use of logic and reasoning to identify the strengths and weaknesses of alternative solutions, and draw conclusions, or approaches to challenges.
- Time Management: Behaviors that aim at achieving an effective use of time while performing certain goal-directed activities and the ability to prioritize and structure tasks, resources, and time.
- Inquiry and Analysis: A systematic process of exploring the world through the collection and evaluating relevant evidence, and using this evidence to support informed conclusions.
- Persuasion: The use of messages that are intentionally designed to appeal to another's reason, emotions or both in order to enact change.
- Perspective-Taking: Considering perspectives other than one's own and allowing new information, differing opinions, and others' experiences to impress upon one's thinking, understanding, and appreciation of others.