

C A P I L A N O U N I V E R S I T Y C O U R S E O U T L I N E S		
TERM: FALL 2015	COURSE NO: ENGL 301	
INSTRUCTOR:	COURSE NAME: Studies in Rhetoric	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3
OFFICE HOURS: TBA		

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15 week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework including 3 credits of 200-level ENGL

COURSE DESCRIPTION

This course is an in-depth look at the rhetorical mode of argument. Students will be introduced to the various persuasive strategies that have evolved over the centuries, starting with classical methods of the ancient Greeks and progressing to modern approaches. To aid us in this goal, we will look at various literary examples of argument that have occurred over the ages, including examples of narrative, irony, parody and satire. In addition to mastering these various techniques of persuasion, students will analyze how argument operates in society at large, looking at opinion pieces, PR campaigns, advertising, images and subliminal messaging. The final portion of the course will look at the emergence of think tanks and publicity firms, and their influence in our culture.

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Master a variety of rhetorical appeals
- Recognize the strengths and limitations of inductive and deductive claims
- Recognize and criticize faulty or leading arguments
- Generate a range of persuasive and emotional appeals
- Use humor as part of a persuasive appeal
- Produce a scholarly essay, using MLA documentation.

COURSE WEBSITE

TBA

REQUIRED TEXTS

McDonald, Daniel, and Larry Burton. *The Language of Argument*. New York: Longman, 1999. Print.

A course pack of selected readings will be available at the Capilano bookstore.

COURSE CONTENT

This is a general outline only and may be subject to change. Read the following selections *before the start of each class*.

LA = *Language of Argument*

WEEK	TOPICS	READINGS	DUE DATES
Week 1	Arguments by Induction	LA 23-30	
Week 2		Dan Stein, "We Don't Need Immigrants"	
Week 3	Arguments by Deduction	LA 44-49	
Week 4		Jerry Darring, "A Broader Approach to Respect for Life"	Logos Essay Due
Week 5	Fallacies	LA 66 – 73	
Week 6		Jim Schnabel, "The Real Causes of 'Gulf War Symdrome'"	Fallacy Quiz
Week 7	Arguments by Authority	LA 90-99	
Week 8		Fred A. Dobson, "Tracking the Werewolf"	Ethos Essay Due
Week 9	Semantic Arguments	LA 116 – 123	
Week 10		David St. Clair, "Psychometry: Getting the Vibrations"	Pathos Essay Due
Week 11	Statistics	LA 142 – 149	
Week 12		Bruce Handy, "No Virginia, There Isn't a Santa Claus"	Research Project Due
Week 13	Humor, Parody, Satire	Jonathan Swift, "A Modest Proposal"	
Weeks 14/15	Exam Period		

COURSE ASSIGNMENTS:

Logos Essay (500 words)	10%
Ethos Essay (1000 words)	15%
Pathos Essay (1000 words)	15%
Fallacy Quiz (1000 words)	15%
Argument and Persuasion Research Project (2,000 words)	25%
Oral Presentation	10%
Participation	10%
Total	100%

Assignment Description

The Logos Essay requires students to build an argument of approximately 750 words using both inductive and deductive techniques.

The Ethos Essay requires students to build an argumentative appeal of approximately 750 words, by creating a credible persona.

The Pathos Essay requires students to create an essay approximately 750 words long that persuades the audience by appealing to the emotions.

The Argument and Persuasion Research Essay requires students to combine the various rhetorical skills studied in this course into one sophisticated essay of approximately 2,000 words. Students must balance reliable forms of argument with a variety of emotional appeals.

Oral Presentations require students to work in small groups to present a lesson on a specific topic covered in the course, specified on the instruction sheet. The students are responsible for providing between 20 and 30 minutes of instruction on topics circulated by the instructor. Only one grade is assigned for the entire group, so cooperation and planning are essential.

Participation grade reflects not only a student's attendance, but also participation in class discussions, group work, and other activities. Students must do more than show up and take notes in order to get a high participation grade; they must be active and enthusiastic seekers, willing to speak out, take risks, and contribute to a lively learning environment.

GRADE PROFILE

A+ = 90 - 100%	B+ = 77 - 79%	C+ = 67 - 69%	D = 50 - 59%
A = 85 - 89	B = 73 - 76	C = 63 - 66	F = 0 - 49
A- = 80 - 84	B- = 70 - 72	C- = 60 - 62	

OPERATIONAL DETAILS

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. Copies of these and other policies are published each term as part of the Registration Guide, and they are always available on the University website.

Attendance + Preparation:

Full attendance and prompt arrival are essential for a student to do well in this course. Because a significant portion of this course is dedicated to discussion, group work, presentations and other self-directed lessons, students are expected to participate vigorously in classroom activities, and not merely make lecture notes. All students must complete the assigned readings on the syllabus *before* the start of the scheduled class, and come to class prepared to ask and answer questions. If a student is not prepared for class, s/he may be asked to leave. If a student does miss a class, he or she is responsible for material covered during the absence. Lectures will not be repeated, but the instructor will supply the absent students with any missing handouts.

Late Policy:

Assignments over one week late will be given an automatic grade of 0%. Extensions are granted only in the case of serious medical or personal emergencies. In order to receive an extension, a student must contact the instructor before the due date, not afterwards. Also students must supply a doctor's note, or other appropriate documentation, confirming the medical emergency. Workload in other courses, jobs, computer failure and minor car accidents are not grounds for extensions.

Cheating/Plagiarism:

Any incident of cheating or plagiarism shall receive an automatic grade of "0" for the assignment. If the instructor deems a first incident of cheating or plagiarism particularly serious, the instructor may give the student a grade of "0" for the entire course. Second or subsequent incidents of cheating and plagiarism will automatically receive a grade of "0" for the entire course. Unintentional plagiarism or failure to follow the conventions of academic citation and documentation constitute a form of plagiarism, and will be dealt with under the provisions of the *University Policy on Cheating and Plagiarism* (If unsure of these terms, see the *University Calendar*).

Missed Exams/Quizzes:

Make-up tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crisis. Students should be prepared to provide proof of inability to write the test on the scheduled date (e.g. letter from doctor).

English Usage:

It is the responsibility of students to proof-read all written work for any grammatical, spelling and stylistic errors. Marks will be deducted for incorrect grammar and spelling in written assignments.

Incompletes:

An "I" or "Incomplete" grade is awarded only in exceptional circumstances, for medical reasons or personal tragedies. They are never awarded to students who simply want more time to complete the course. A student must have completed 75% or more of the course before receiving an "Incomplete" grade.

Evaluation:	All assignments are marked upon three criteria <ol style="list-style-type: none">1. Form and style: an academic essay should be clear, professional and well expressed. Language should not only be free of errors, but lively and entertaining.2. Structure: ideas in an essay should be arranged in a cohesive, logical, and rhetorically effective order.3. Content: essays must develop the topic, showing that the student has covered all pertinent aspects of a topic. Students are rewarded for original insight into a subject.
Format:	All take-home assignments must be typewritten or word-processed. All work should follow MLA style.
Revisions:	Students may not revise or resubmit graded work.
Professionalism:	Students must demonstrate, at all times, a professional attitude and behaviour towards their assignments, classroom activities, fellow students and instructors. This includes showing respect for both the instructor and fellow students. Negative behaviour or comments that make it difficult for other students to learn are especially unacceptable. As outlined in the Calendar, the College does not tolerate disruptive students. Disruptive students may be asked to leave the class, or the course. As a postsecondary course that requires critical thoughts, students will be exposed to a range of materials that may include ideas of a political, religious, racist, sexist or sexual nature. Students do not have to agree with any idea presented in this course; they do have to read the material and articulate an intelligent response.
Emergencies:	Students are expected to familiarise themselves with the emergency procedures posted on the wall of the classroom.