

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL**

DATE 10.4.06
PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix COMM Course# 320 Title PERSUASION & ARGUMENTATION Units (3)

3 hours lecture per week

hours lecture per week

Prerequisites COMM 101 Public Speaking

Corequisites

Description Students will debate one another in contemporary topics in health, business and the environment. Students will also participate in creating a public campaign to persuade a larger audience.

Gen Ed CR/NC Repeatable for up to _____ units

Categories Lab Fee Required A - F Total Completions Allowed
 Optional (Student's choice) Multiple Enrollment in same semester

Mission Based Learning Objectives: Interdisciplinary International Multicultural Service Learning

Title V Section 40404: Government US Constitution US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	25	<input checked="" type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Bachelor of Arts in Communication.

Learning Objectives: After actively participating in this course, students will be able

- able to dissect an argument for its components
- recognize the features of a persuasive speaking situation
- formulate and deliver persuasive statements in the form of speeches and campaigns

4. Is this a General Education Course YES NO

If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

D (Social Perspectives)

- E (Human Psychological and Physiological Perspectives)

UD Interdisciplinary

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Fields of Argument
- II. Fact, Truth & Values
- III. Data, Warrants, Premises, Validity
- IV. Logic
- V. Audience
- VI. Deliberation
- VII. Epidictic Genre
- VIII. Framing & Reframing
- IX. Reasoning (Analogy, Metaphor, etc.) & Evidence
- X. Planning & Staging Campaigns
- XI. Analyzing Advertising

Does this course overlap a course offered in your academic program? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing:

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Simons, H. W. (2001). *Persuasion in Society*. Sage Publications, Inc.
 Dillard, J. P. & Pfau, M. W. (Eds.) (2002). *The Persuasion Handbook: Developments in Theory and Practice*. Sage Publications, Inc; 1st edition.
 Rieke, R. D.; Sillars, M. O.; Peterson, T. R. (2004). *Argumentation and Critical Decision Making* (6th Edition) (Hardcover) Allyn & Bacon; 6th edition
 Toulmin, S. E.(2003). *The Uses of Argument*. Cambridge University Press; 2nd edition
 Toulmin, S. E.(1997). *Introduction to Reasoning* (2nd Edition) (Paperback) Prentice Hall; 2nd edition
 Perelman, C. (1969). *The New Rhetoric: A Treatise on Argumentation* (Paperback) University of Notre Dame Press; New Ed edition.

8. List Faculty Qualified to Teach This Course.

Dr. Trudy Milburn
 Other Communication Faculty

9. Frequency.

a. Projected semesters to be offered: Fall Spring Summer

10. New Resources Required. YES NO

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment)

b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES NO
If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn
Proposer of Course

9/22/2006
Date

