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

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

3 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.

Graded

- Gen Ed
- CR/NC
- Repeatable for up to units

Categories

- A - F
- Total Completions Allowed

Lab Fee Required

Mission Based Learning Objectives:

- Interdisciplinary
- International
- Multicultural
- Service Learning

Title V Section 40404:

- Government
- US Constitution
- US History

2. **Mode of Instruction.**

<table>
<thead>
<tr>
<th>Component</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
<th>CS #</th>
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<tr>
<td>Lecture</td>
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<td>Seminar</td>
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<td>Laboratory</td>
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<tr>
<td>Activity</td>
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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 [x]

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)**

[ ]
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.]


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  9/22/2006
Proposer of Course  Date
## Approval Sheet

**Program/Course:** COMM 320

<table>
<thead>
<tr>
<th>Chair(S)</th>
<th>Date</th>
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<tbody>
<tr>
<td>Program Chair(s)</td>
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<td>General Education Chair(s)</td>
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<td>Curriculum Committee Chair(s)</td>
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<td>Dean of Faculty</td>
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