



COMM 322: Argumentation and Advocacy

ANN 211

Professor: [Carlos Godoy, PhD, Esq.](#)

Office Hours: By appointment

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Objectives:

To understand the nature, functions, forms and contexts of argumentation as a communication event

To understand the history and evolution of argumentation theories

To develop our abilities critically to analyze and evaluate the arguments of others

To develop our abilities to construct and present sound arguments

Website:

There is a course website at blackboard.usc.edu. All students enrolled in this course have access to the website through their USC username and password. This website is an official place for posting information relevant to the class, such as announcements, assignments, grades, for discussing lecture materials, and so on.

Readings:

Thomas A. Hollihan and Kevin T. Baaske, *Arguments and Arguing: The Products and Process of Human Decision Making*. (2nd ed.; Waveland Press, 2005) [RECOMMENDED]

[Los Angeles Times](#), daily [RECOMMENDED]

Other readings as assigned

Readings are assigned to enhance our understanding of argumentation theory and practice as well as to stimulate class discussion. All readings are **required** unless indicated otherwise. Readings will come primarily from the textbook. In some cases supplementary readings will be distributed via Blackboard or in class as handouts. Readings should be completed *before class* on the day assigned, and I expect you to bring your book and/or article(s) to *every* class session. Lectures will not cover all portions of the assigned readings and may cover additional materials not in the assigned readings; nonetheless, you are responsible for *all* materials, both in the readings and from lectures.

Assignments: Detailed instructions for all assignments will be provided in due course.

Participation and Homework 15%

Debate Research 10%

Debates (2)15% & 15%

Midterm Exam 25%
Debate Policy Positions Brief 25%

All assignments must be the original work of the student and cannot have been used previously or concurrently in any other course.

All assignments must be attempted and turned in to pass the course.

***Debate Topic:*

This semester, we will be researching and debating a current hot issue: “Resolved: That the Federal Government should significantly strengthen control of firearms and/or ammunition in the United States.”

Participation and Attendance:

Argumentation is a process of give-and-take. While the process of arguing involves disagreement, it need not—and should not—be disagreeable. Being a good arguer is not synonymous with being argumentative or quarrelsome. On the contrary, an effective arguer is open-minded, a good listener, respectful of the opinions of others, and able to fashion arguments in a way that others will find reasonable. Thus, it is very important that you be present and prepared to participate appropriately in each class not only as an advocate but also as an audience. The best policy is to always **T.H.I.N.K.** before you speak by ensuring that your comment is: **Thoughtful, Helpful, Interesting, Necessary, Kind.**

Tentative Daily Schedule:

Aug 26: Introductions: Course, Instructor, and Students. Communication as a tool.
The Nature of Human Nature, Rokeach Value Survey.

Aug 28: Rhetorical Approaches: Aristotle, Burke & the Narrative Paradigm
(Griffin, Blackboard Readings; Hollihan, Chapter 1)

Sept 2: Aristotle, Burke & the Narrative Paradigm, cont....

Sept 4: Advocacy: MLK & Malcolm X speech analysis, Obama/Putin Speech Analysis

Sept 9: How best to persuade someone (Cialdini Blackboard Reading)

Sept 11: *Persuasion –Theories of Persuasion/Persuasion-Message Types/When to Present*

Sept 16: Interpersonal Debate Exercises

Sept 18: Types of Argument (Hollihan, Chapter 3, Chapter 6) (Toulmin Exercise Handout)

Sept 23: The Grounds of Argument. READ: **Chapter 7**; VIEW: “**An Inconvenient Truth**” *Global warming Speech Assignment (data collection/warrants/claims/grounds) Building an argument. One Minute Speech Assignment*

Sept 25: The Language of Argument. READ: **Chapter 4**. VIEW: “An Inconvenient Truth ...or Convenient Fiction?”

Sept 30: *One Minute Speeches/Political Argument* (Hollihan, Chapter 12)

Oct 2: Political & Public Policy Argumentation (Hollihan, Chapter 5 & Chapter 10), Ted Nugent & Piers Morgan Debate Analysis

Oct 7: Wayne La Pierre & President Obama Speech Analysis

Oct 9: *Midterm Review & Study Guide Handout*

Oct 14: *Study Day/Optional meet with Instructor*

Oct 15: **Midterm**

Oct 21: Legal Issues with regard to gun control: Palsgraff Supreme Court Case & Heller Supreme Court Cases

Oct 23: Legal Issues with regard to gun control: Lopez Supreme Court Case –Gun Control

Oct 28: Researching Policy Propositions (Hollihan, Chapter 8): Argumentation in debate –Assemble Teams to work on Affirmative Briefs

Oct 30: Refuting Arguments exercise/practice skills [Affirmative Brief Meetings]

Nov 4: Argumentation in debate- Assemble Groups to work on Negative Briefs

Nov 6: [*Affirmative Brief Drafts Due*] The Great Debaters Film & Discussion

Nov 11: Great Debaters Film & Discussion cont... [Negative Briefs Due]

Nov 13: Debates

Nov 18: Debates

Nov 20: Debates

Nov 25: Debates

Nov 27: Debates

Dec 2: Debates

Dec 4: *Last day of class*; Debate Policy Preparation Briefs Due, Teammate Assessments Due; *Wrap Up*

WELCOME TO THE CLASS!