

COMM 322: Argumentation and Advocacy
William McClain
Monday & Wednesday 8:30 AM – 9:50 AM @ ASC 331
Spring 2013

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Office Hours @ PhD Office:
Monday 10:00 AM – 12:00 PM
(and by appointment)

Course Description

Comm 322: Argumentation and Advocacy focuses on the theory and practice of argumentation, with an emphasis on developing skill in argumentation and applying that skill to real world problems. Students will study a range of topics in argumentation theory as well as

Course goals include:

- Understanding the nature and function of argumentation, both as an abstract concept and an everyday human activity;
- Mastering the principles of constructing sound arguments, with a special focus on logic, form, and strategy;
- Developing the ability to analyze and critique arguments in a variety of fields of knowledge.

Required Readings

Thomas A. Hollihan and Kevin T. Baaske, Arguments and Arguing: The Products and Process of Human Decision Making. 2nd Edition.

All other course readings will be available on Blackboard, and most are also easy to find with a quick Google search.

Readings below are listed on the day **they are to be completed**, and must be completed before class. Some weeks will include relatively little reading, while others will require a great deal, so try and complete readings for some of the heavier weeks during the lighter weeks. Material covered in readings will not be exhaustively reviewed in class, and in-class participation and assignments will require knowledge of the readings.

Assignments

Assignments must be original work and cannot have been used in previous courses. Completion of all assignments is required to pass the course. Greater detail on specific assignments within these categories will be provided as they are required.

Grade Breakdown

15%	Participation
5%	Evidence Brief
15%	Position Paper
15%	Mid-Term
15%	Class Presentation
10%	Presentation Critiques
10%	Dialogue Assignment
15%	Final Portfolio

By **February 4** you must select a topic for your position paper, which will also be the focus of your final portfolio. Your first paper, which will also serve as a draft of the first part of your portfolio (see below) is due.

The majority of your grade in this class will be composed of your final portfolio, and assignments leading up to that portfolio. While the final portfolio may appear intimidating, you will be working up to it throughout the semester in a number of assignments and exercises. Thorough completion of these interim steps should make completion of your portfolio *relatively* easy.

Your final portfolio will be composed of several parts:

1. A sustained argument on the topic of your choosing (6 pages)
2. A rebuttal of that argument (4 pages)
3. A brief version of your original argument for a specific audience (2 pages)

Participation

The study of argumentation requires active application of it in practice and competence in the theories behind that practice. As such, class participation is a VITAL part of this course. You will be expected to participate actively every class period. Absence from class prevents participation, so students are limited to no more than 2 ABSENCES before it impacts their grade.

Assignments and Readings

January 14 Introduction: What is Argumentation?: Two Metaphors

January 16 Why are we Always Arguing

Readings: *Arguments and Arguing* (A&A) Chapter 1 & 2

January 21 MLK Day---NO CLASS

January 24 Building your Case with Stock Issues

Readings: A&A Chapter 5, 6, & 7

January 28 Types of Arguments and How to Build Them

Readings: Chief Joseph's Surrender Speech, Abraham Lincoln "The Gettysburg Address;" Thomas Jefferson "The Declaration of Independence;"

February 4 Finding and Organizing Evidence

Readings: A&A Chapter 8; Margaret Sanger "The Morality of Birth Control"

NOTE: Paper topics due. We will discuss your paper topics in class, so come ready.

February 6: Analyzing Audience and Context

Readings: A&A Chapter 3; William Shakespeare's *Henry V* Act 4, Scene 3;
Elizabeth Cady Stanton & Lucretia Mott "Declaration of Sentiments and
Resolutions, Seneca Falls Conference"

February 11: Ethos, Decorum, and Audience; or How to Get Away with Anything

Readings: Clarence Darrow "A Plea for Mercy;" Mary Fisher, "A Whisper of
AIDS"

February 13: Irony and the Unsayable

Reading: Jonathan Swift, "A Modest Proposal;" William Shakespeare's *Julius
Caesar* Act III, Scene II

February 18 Presidents' Day---NO CLASS

February 20 Evidence Brief Workshop

*****EVIDENCE BRIEF DUE—BRING 2 COPIES*****

Readings: None

February 25 Language of Argument

Readings: A&A Chapter 4; Winston Churchill "Fight on the Beaches;"

February 27 Clash and Stasis

Readings: Martin Luther King, "I Have a Dream;" Malcolm X "The Ballot or the
Bullet;" George Wallace "Segregation Forever"

March 4 Refutation, or How to Really Annoy Everyone

Readings: A&A Chapter 9; Sojourner Truth "Ain't I a Woman;"

March 6 Forming a Refutation, or How to Slam Dunk

Readings: Plato “The Apology;” William Jennings Bryan “Cross of Gold” Speech

March 11 Controlling the Ground, Defining the Terms

Readings: Franklin Delano Roosevelt, “The Four Freedoms;” George W. Bush “Freedom at War with Fear;” Abraham Lincoln, First & Second Inaugural Address

*****POSITION PAPER DUE, BRING HARD COPY TO CLASS*****

March 13 **MIDTERM EVERYONE PANIC!**

March 18—March 23 Spring Break Whooooo!

March 25 Negotiation for Fun and Profit

Readings: TBA

March 27 Two Metaphors of Argumentation (Again)

Readings: A&A Chapter 12 & 15; Sun Tzu, The Art of War: Chapter 6 and a selection from Chapter 7

April 1 Arguing in the Real World

Readings: A&A Chapter 13 & 14;

April 3 Dialogue and Dialectic

Readings: Plato Euthyphro

*****DIALOGUE ASSIGNMENT DUE—Bring 4 Copies*****

April 8 Argumentation Glee Club Day

Readings: Group Dialogue Assignments

April 10: The Medium and the Message

Readings: TBA

April 15 PRESENTATIONS

Readings: None

April 17 PRESENTATIONS

Readings: None

April 22 PRESENTATIONS

Readings: None

April 24 PRESENTATIONS

Readings: None

April 29 PRESENTATIONS

Readings: None

May 1 PRESENTATIONS

Readings: None