



COMM 322: Argumentation and Advocacy

ASC 328

Fall, 2013

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

Office Hours: By appointment

Telephone: (909) 576-1884

E-mail: cgodoy@usc.edu

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)

[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: **T**houghtful, **H**elpful, **I**nteresting, **N**ecessary, **K**ind.

Tentative Daily Schedule:

It may be necessary to modify this schedule a bit.

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

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

Fri Aug 30: Rhetorical Approaches: Aristotle, Burke, Fisher continued...

Mon Sept 2: (No Class: Labor Day)

Wed Sept 4: Rhetorical Approaches cont....

Fri Sept 6: Rhetorical Approaches cont... Interpersonal Communication & Conflict (Hollihan, Chapter 15)

Mon Sept 9: Advocacy: MLK & Malcolm X speech analysis

Wed Sept 11: Adocacy: MLK & Malcolm X speech analysis

Fri Sept 13: Obama/Putin Speech Analysis

Mon Sept 16: Types of Advocacy-Ethical and Personal Issues, MLK & Malcolm X Speech Analysis;

Wed Sept 18: How best to persuade someone (Cialdini Blackboard Reading)

Fri Sept 20: Persuasion

Mon Sept 23: Persuasion –Theories of Persuasion

Wen 25: Persuasion-Message Types/When to Present

Fri Sept 27: Interpersonal Debate Exercises

Mon Sept 30: Types of Argument (Hollihan, Chapter 3, Chapter 6) (Toulmin Exercise Handout)

*Wed Oct 2: 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*

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

Mon Oct 7: An Inconvenient Truth –Continued. One Minute Speeches (Student Meetings)

Wed Oct 9: One Minute Speeches/Political Argument (Hollihan, Chapter 12)

*Fri Oct 11: Political & Public Policy Argumentation (Hollihan, Chapter 5 & Chapter 10)
Midterm Review & Study Guide Handout*

Mon Oct 14: Midterm Exam

Weds Oct 16: Ted Nugent & Piers Morgan Debate Analysis

Fri Oct 18: Wayne La Pierre & President Obama Speech Analysis

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

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

Fri Oct 25 Researching Policy Propositions (Hollihan, Chapter 8): Argumentation in debate –Assemble Groups to work on Affirmative Briefs

Mon Oct 28: Refuting Arguments exercise/practice skills [Affirmative Brief Meetings]

Weds Oct 30: Argumentation in debate- Assemble Groups to work on Negative Briefs

Fri Nov 1: [Affirmative Brief Drafts Due] The Great Debaters Film & Discussion

Mon Nov 4: Great Debaters Film & Discussion cont...

Wed Nov 6: Great Debaters Film & Discussion cont...

Fri Nov 8: Debate preparation Return of Affirmative briefs—Meet with teams Debate preparation; Take Home Debate Evaluation Exercise Handed Out –Prepare for Mon.) Negative Briefs Due

Mon Nov 11: Debates

Wed Nov 13: Debates

Fri Nov 15: Debates

Mon Nov 18: Debates

Wed Nov 20: Debates

Fri Nov 22: Debates

Mon Nov 25: Debates

Wed Nov 27: No class –Thanksgiving Break

Fri Nov 29: No class-Break

Mon Dec 2:Semi-Finals

Wed Dec 4: Finals

Fri Dec 6: Debate Policy Preparation Briefs Due, Teammate Assessments Due; Wrap Up