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**COMM 322: Argumentation and Advocacy**

*Professor:* Carlos Godoy, PhD, Esq.

*ANN 405, Ann 406-3:30pm Class*

*Office Hours:* Mon-Wed (2-3pm) or by Appt.

*Telephone:* (909) 576-1884

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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 your ability to critically analyze and evaluate the arguments of others

To develop your ability 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, lecture materials, and so on.

*Readings:*

Thomas A. Hollihan and Kevin T. Baaske, *Arguments and Arguing: The Products and Process of Human Decision Making.* (3rd ed.; Waveland Press, 2016)

*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.

Grading:

Participation 5%

One Minute Speech 5%

State of the Union Speech Analysis 5%

Presidential Debate Analysis 5%

Midterm Exam 25%

In-Class Debates (2)15%

Final Exam 40%

All assignments must be the original work of the student.

**All assignments must be 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 member. 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 and **K**ind.

*Tentative Daily Schedule*:

Jan 9: Introductions: Course, Instructor, and Students. Communication as a tool to persuade and prevent conflict. The Nature of Human Nature, Desert Survival Group Cooperation Exercise, Rokeach Value Survey: Why values matter

Jan 11: Rhetorical Approaches: Aristotle (E.M. Griffin, Chapter 21 Blackboard Reading; Hollihan, Chapter 1) MLK I Have a Dream Speech Analysis -Aristotle

Jan 16: MLK Holiday-No Class

Jan 18: Rhetorical Approaches: Burke (E.M. Griffin, Chapter 22 Blackboard Reading; Hollihan, Chapter 4) Malcolm X Bullet or the Ballot speech analysis -Burke

Jan 23: Rhetorical Approaches: Fisher’s The Narrative Paradigm (E.M. Griffin, Chapter 23 Blackboard Reading; Hollihan Chapter 2) Three Little Pigs

Jan 25: Advocacy: Obama/Putin Syrian Intervention speech analysis from the perspective of Fisher, Aristotle, & Burke, Republican Presidential Primary Debate Analysis: The Trump Factor

Jan 30: Interpersonal Debate Exercises: Hot Air Balloon Debates, If I Ruled the World, and I Couldn’t Disagree More

Feb 1: How best to persuade someone (Cialdini-Influence Blackboard Reading)

Feb 6: Persuasive Message Construction and Presentation Strategies continued….

Feb 8: Toulmin Method & Types of Argument (Hollihan, Chapter 3, Chapter 6) (Toulmin Exercise Handout)

Feb 13: 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 Global Warming Speech Assignment Handed Out*

Feb 15: The Language of Argument. READ: **Chapter 4**. VIEW: “Cool It” Anti-Global Warming

First Presidential Debate Analysis –Clinton vs. Trump

Feb 20 No Class

Feb 22: Students give *One Minute Speeches using the Toulmin Method/*Political Argument (Hollihan, Chapter 12

Feb 27: Introducing Gun Control Ted Nugent & Piers Morgan Debate Analysis

Mar 1: *Midterm Review & Study Guide Handed Out*

Wayne La Pierre & President Obama Speech Analysis

Mar 6: Second Presidential Debate Analysis-Clinton vs. Trump, reaction paper evaluations of the candidate performances due; Lightening Debates (Participation Grade)

Mar 8: Midterm

Mar 12-19: Spring Break No Classses

Mar 20: Final Presidential Debate Analysis; Political & Public Policy Argumentation (Hollihan, Chapter 5 & Chapter 10)

Mar 22: John Oliver Guns in America

Mar 27: Legal Issues with regard to gun control: Heller & Lopez Supreme Court Cases –Researching Policy Propositions (Hollihan, Chapter 8)

Mar 29: **Team Assignments/Scheduling,** Assemble Teams to work on Affirmative Briefs

Apr 3: The Great Debaters Film –

Apr 5: Assemble Groups to work on negative briefs

Apr 10: Affirmative Brief Meetings (3 minute Affirmative Policy Debate Speech due and rehearsed)

Apr 12: Negative Brief Meetings (3 minute Negative Policy Debate Speech due and rehearsed)

Apr 17: Debates

Apr 19: Debates

Apr 24: Debates

Apr 26: Debates, Last day of Class, Teammate Assessments Due;

Final Debate Policy Briefs Due Dec 14th *Wrap Up*

***Final Exam***

*Class Section 10am May 8th 8-10am*

*Class Section 12pm May 5th 11-1pm*

*Class Section 3:30pm May 5th 2-4pm*

**WELCOME TO THE CLASS!**