



COMM 322: Argumentation and Advocacy

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

ANN 309

Office Hours: Tues/Thurs (2-3) or by Appt.

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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) [REQUIRED]

[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%

Presidential Debate Analysis 5%
Midterm Exam 35%
In-Class Debates (2)15% & 15%
Final Exam 35%

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 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 22: 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

Aug 24: Rhetorical Approaches: Aristotle (E.M. Griffin, Chapter 21 Blackboard Reading; Hollihan, Chapter 1) MLK I Have a Dream Speech Analysis -Aristotle

Aug 29: Rhetorical Approaches: Burke (E.M. Griffin, Chapter 22 Blackboard Reading; Hollihan, Chapter 4) Malcolm X Bullet or the Ballot speech analysis -Burke

Aug 31: Rhetorical Approaches: Fisher’s The Narrative Paradigm (E.M. Griffin, Chapter 23 Blackboard Reading; Hollihan Chapter 2) Three Little Pigs

Sept 5: Advocacy: Obama/Putin Syrian Intervention speech analysis from the perspective of Fisher, Aristotle, & Burke, Republican Presidential Primary Debate Analysis: The Trump Factor

Sept 7: Interpersonal Debate Exercises: Hot Air Balloon Debates, If I Ruled the World, and I Couldn’t Disagree More

Sept 12: How best to persuade someone (Cialdini-Influence Blackboard Reading)

Sept 14: Persuasive Message Construction and Presentation Strategies continued....

Sept 19: Toulmin Method & Types of Argument (Hollihan, Chapter 3, Chapter 6) (Toulmin Exercise Handout)

Sept 21: 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*

Sept 26: The Language of Argument. READ: **Chapter 4**. VIEW: “Cool It” Anti-Global Warming First Presidential Debate Analysis –Clinton vs. Trump

Sept 28: Students give *One Minute Speeches using the Toulmin Method/Political Argument* (Hollihan, Chapter 12)

Oct 3: Introducing Gun Control Ted Nugent & Piers Morgan Debate Analysis

Oct 5: Wayne La Pierre & President Obama Speech Analysis,

Oct 10: Second Presidential Debate Analysis-Clinton vs. Trump, reaction paper evaluations of the candidate performances due; Lightning Debates (Participation Grade)

Oct 12: *Midterm Review & Study Guide Handout*

Oct 17: Midterm

Oct 19: Final Presidential Debate Analysis; Political & Public Policy Argumentation (Hollihan, Chapter 5 & Chapter 10)

Oct 24: John Oliver Guns in America

Oct 26: Legal Issues with regard to gun control: Heller & Lopez Supreme Court Cases –Researching Policy Propositions (Hollihan, Chapter 8)

Oct 31: **Team Assignments/Scheduling**, Assemble Teams to work on Affirmative Briefs

Nov2: The Great Debaters Film –

Nov 7: Assemble Groups to work on negative briefs

Nov 9: Affirmative Brief Meetings (3 minute Affirmative Policy Debate Speech due and rehearsed)

Nov 14: Negative Brief Meetings (3 minute Negative Policy Debate Speech due and rehearsed)

Nov 16: Debates

Nov 21: Debates

Thanksgiving Break Nov 23rd-Nov 27th

Nov 28: Debates

Nov 30: Debate Final Championship Rounds and *Last day of class*; Teammate Assessments Due; Final Debate Policy Briefs Due Dec 14th, *Wrap Up*

Final Exam

Class Section 9:30 December 7th 11 a.m-1p.m.

Class Section 11am December 12th 8-10am

Class Section 12:30pm December 12th 11am-1pm

WELCOME TO THE CLASS!