



## **COMM 322: Argumentation and Advocacy**

**4 Units**

**Fall 2024 – Mondays, Wednesdays – 12:00-1:50pm**

**Section:** 20513

**Location:** ANN L116

**Instructor: Teresa Delfin, Ph.D.**

**Office:** TBD

**Office Hours:** By appointment. Meetings available in person, via zoom, text, call, and Facetime.

**Contact Info:** tdelfin@usc.edu, 510.219.5554 (This is my cell; please text before calling)

### **Course Description**

This course will teach basic argumentation theory, analysis, research and evidence, refutation, visual rhetoric and argumentation and will identify ways to use these tools in the interest of advocacy. Because this course is being taught during a presidential election season, we will treat campaign events from both major parties as a prolonged case study that will provide context for the readings and activities.

### **Student Learning Outcomes**

By the end of this course, students will be able to construct compelling written, verbal, and visual arguments and will be able to analyze argumentation. Students will also be able to use these argumentation skills in advocating for ideas, people, or institutions.

### **Course Notes**

Please check Brightspace before each class meeting for specific information regarding changes to the syllabus

### **Required Readings and Supplementary Materials**

Argumentation: The Art of Civil Advocacy (Underberg and Norton). Available online through USC library. Find a link on Brightspace

### **Optional Readings and Supplementary Materials**

Video and audio materials will be required regularly. Please check Brightspace.

### **Description and Assessment of Assignments**

#### **Weekly Quizzes:**

Prior to each class meeting there will be a quiz based on the assigned reading. These quizzes will be on Brightspace and must be completed and submitted before the start of each class meeting.

#### **Discussion Questions:**

Once during the semester, each student will be required to write 5 open-ended questions about the reading designed to encourage lively discussion. Details for how to successfully complete this assignment are on Brightspace.

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## Media Analysis:

Once during the semester, each student will present an analysis of media (video or audio) related to recent events in the presidential election, which should effectively exemplify the themes in the week's reading. Students should plan to speak for 5-10 minutes about their media selection(s). The entire presentation, including your clips, should be 20 minutes long. Details are on Brightspace.

## Final Presentation: Advocacy:

Students must advocate for a cause that is important to them using three of the strategies studied during the semester. All presentations must also include compelling visual rhetoric. Details available on Brightspace.

## Description and Assessment of Assignments & Grade Breakdown

Assignment	Points	% of Grade
Weekly Brightspace Quizzes Based on the Reading		25%
Discussion Questions Based on Assigned Reading		25%
Media Analysis		25%
Final Presentation: Advocacy		25%
<b>TOTAL</b>		<b>100%</b>

## Participation

This class will be collaborative and project oriented. Attendance and meaningful participation are expected.

## Grading Scale

94 to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 93%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

## Course Specific Policies

Contact me if you would like the opportunity to submit late work or resubmit work for a chance at a better grade. Phones should only be used in class if they contribute positively to the course experience. We will explore the potential of AI together in this class. You are welcome to use AI to help you brainstorm, but final submissions of any work should be your own. Be especially careful with citing references provided by AI engines such as Chat GPT, which are known to "hallucinate" legitimate sounding citations that are often nonsensical.

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## Grading Standards

What each letter grade demonstrates.

## Classroom Policies

Throughout the semester, we will grapple with many contentious issues while working to mindfully interrogate our own biases and standpoints to hold space for new, sometimes uncomfortable, but always interesting ideas. This is a seminar, so you will be expected to participate with an open mind. Be prepared to teach and learn from your peers as you tackle complicated concepts and ideologies together.

## Attendance

Students are allowed 2 unexcused absences. Each additional absence may result in a grade level reduction (from A to A-, B+ to B, and so on).

## Grading Standards

Letter Grade	Description
A	Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.
B	Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.
C	Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.
D	Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.
F	Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.

## Grading Timeline

Every effort will be made to grade submissions within a week.

## Assignment Submission Policy

- A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
- B. Assignments must be submitted via Brightspace.

## Course Schedule

Week 1	8/26	Watch 3 major speeches from Democratic National Convention + assignment on Brightspace
	8/28	Watch 3 major speeches from Republican National Convention + assignment on Brightspace
Week 2	9/2	Labor Day
	9/4	Course Intro

Week 3	9/9	Read: Argumentation, Ch. 1: "Discovering Arguments"
	9/11	Ch. 1 Media Analysis based on current events in presidential election
Week 4	9/16	Read: Argumentation, Ch. 2: "External Factors..."
	9/18	Ch. 2 Media Analysis based on current events in presidential election
Week 5	9/23	Read: Argumentation, Ch. 3: "Supporting Arguments"
	9/25	Ch. 3 Media Analysis based on current events in presidential election
Week 6	9/30	Read: Argumentation, Ch. 4: "Types and Tests of Evidence"
	10/2	Ch. 4 Media Analysis based on current events in presidential election
Week 7	10/7	Read: Argumentation, Ch. 5: "Discovering Arguments: Stock Issue Approaches"
	10/9	Ch. 5 Media Analysis based on current events in presidential election
Week 8	10/14	Read: Argumentation, Ch. 6: "Responding to Arguments"
	10/16	Ch. 6 Media Analysis based on current events in presidential election
Week 9	10/21	Read: Argumentation, Ch. 7: "Audience-Based Argument"
	10/23	Ch. 7 Media Analysis based on current events in presidential election
Week 10	10/28	Read: Argumentation, Ch. 8: "Credibility"
	10/30	Ch. 8 Media Analysis based on current events in presidential election
Week 11	11/4	Read: Argumentation, Ch. 9: "Language and Style in Argument"
	11/6	Ch. 9 Media Analysis based on current events in presidential election
Week 12	11/11	Veterans Day
	11/13	Read: Argumentation, Ch. 10: "The Process of Argument"
Week 13	11/18	Ch. 10 Media Analysis based on current events in presidential election
	11/20	Final Presentation Workshop
Week 14	11/25	Final Presentations
	11/27	Thanksgiving
Week 15	12/2	Final Presentations
	12/4	Final Presentations

## Statement on Academic Conduct and Support Systems

### Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

# USC Annenberg

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university itself, such as suspension or even expulsion.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment or what information requires citation and/or attribution.

## **AI Generators Policy**

This course aims to develop creative, analytical, and critical thinking skills. Therefore, all assignments should be prepared by the student working individually or in groups. Students may not have another person or entity complete any substantive portion of the assignment. Developing strong competencies in these areas will prepare you for a competitive workplace. Therefore, using AI-generated text, code, or other content is prohibited in this course, will be identified as plagiarism, and will be reported to the Office of Academic Integrity.

## **Course Content Distribution and Synchronous Session Recordings Policies**

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation, is prohibited. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relation to the class, whether obtained in class, via email, on the internet, or via any other media. Distributing course material without the instructor's permission will be presumed to be an intentional act to facilitate or enable academic dishonesty and is strictly prohibited. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

## **Statement on University Academic and Support Systems**

### **Students and Disability Accommodations:**

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services](#) (OSAS) is responsible for the determination of appropriate accommodations for students who

# USC Annenberg

encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at [osas.usc.edu](https://osas.usc.edu). You may contact OSAS at (213) 740-0776 or via email at [osasfrontdesk@usc.edu](mailto:osasfrontdesk@usc.edu).

## **Student Financial Aid and Satisfactory Academic Progress:**

To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the [Financial Aid Office webpage](#) for [undergraduate](#)- and [graduate-level](#) SAP eligibility requirements and the appeals process.

## **Support Systems:**

### [Annenberg Student Success Fund](#)

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

### [Annenberg Student Emergency Aid Fund](#)

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

### [Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

### [988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

### [Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

### [Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

### [Reporting Incidents of Bias or Harassment](#) - (213) 740-2500

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

### [The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

# USC Annenberg

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or [otfp@med.usc.edu](mailto:otfp@med.usc.edu)

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.