

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE 10.4.06
PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix COMM Course# 320 Title PERSUASION & ARGUMENTATION Units (3)

3 hours lecture per week

hours lecture per week

☒ Prerequisites COMM 101 Public Speaking

☐ Corequisites

Description Students will debate one another in contemporary topics in health, business and the environment. Students will also participate in creating a public campaign to persuade a larger audience.

☐ Gen Ed ☐ CR/NC ☐ Repeatable for up to units

Categories

☐ Lab Fee Required ☒ A - F Total Completions Allowed

☐ Optional (Student's choice) ☐ Multiple Enrollment in same semester

☐ Mission Based Learning Objectives: ☐ Interdisciplinary ☐ International ☐ Multicultural ☐ Service Learning

☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	25	☒	
Seminar				☐	
Laboratory				☐	
Activity				☐	

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Bachelor of Arts in Communication.

Learning Objectives: After actively participating in this course, students will be able

- able to dissect an argument for its components
- recognize the features of a persuasive speaking situation
- formulate and deliver persuasive statements in the form of speeches and campaigns

4. Is this a General Education Course YES ☐ NO ☒

If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication ☐

A-2 English Writing ☐

A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences ☐

B-2 Life Sciences – Biology ☐

B-3 Mathematics – Mathematics and Applications ☐

B-4 Computers and Information Technology ☐

C (Fine Arts, Literature, Languages & Cultures)

C-1 Art ☐

C-2 Literature Courses ☐

C-3a Language ☐

C-3b Multicultural ☐

D (Social Perspectives) ☐

E (Human Psychological and Physiological Perspectives) ☐

UD Interdisciplinary

☐

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Fields of Argument
- II. Fact, Truth & Values
- III. Data, Warrants, Premises, Validity
- IV. Logic
- V. Audience
- VI. Deliberation
- VII. Epideictic Genre
- VIII. Framing & Reframing
- IX. Reasoning (Analogy, Metaphor, etc.) & Evidence
- X. Planning & Staging Campaigns
- XI. Analyzing Advertising

Does this course overlap a course offered in your academic program? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing:

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Simons, H. W. (2001). Persuasion in Society. Sage Publications, Inc.
Dillard, J. P. & Pfau, M. W. (Eds.) (2002). The Persuasion Handbook: Developments in Theory and Practice. Sage Publications, Inc; 1st edition.
Rieke, R. D.; Sillars, M. O.; Peterson, T. R. (2004). Argumentation and Critical Decision Making (6th Edition) (Hardcover) Allyn & Bacon; 6th edition
Toulmin, S. E.(2003). The Uses of Argument. Cambridge University Press; 2nd edition
Toulmin, S. E.(1997). Introduction to Reasoning (2nd Edition) (Paperback) Prentice Hall; 2nd edition
Perelman, C. (1969). The New Rhetoric: A Treatise on Argumentation (Paperback) University of Notre Dame Press; New Ed edition.

8. List Faculty Qualified to Teach This Course.

Dr. Trudy Milburn
Other Communication Faculty

9. Frequency.

a. Projected semesters to be offered: Fall ☒ Spring ☒ Summer ☐

10. New Resources Required. YES ☐ NO ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment)

b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn
Proposer of Course

9/22/2006
Date

Approval Sheet

Program/Course: COMM 320

Program Chair(s)

Date

General Education Chair(s)

Date

Curriculum Committee Chair(s)

Date

Dean of Faculty

Date