COMM 1B: ARGUMENTATION & PERSUASION

Foothill College Course Outline of Record

<table>
<thead>
<tr>
<th>Heading</th>
<th>Value</th>
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<tbody>
<tr>
<td>Effective Term</td>
<td>Summer 2022</td>
</tr>
<tr>
<td>Units</td>
<td>5</td>
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<tr>
<td>Hours</td>
<td>5 lecture per week (60 total per quarter)</td>
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<tr>
<td>Advisory</td>
<td>Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 &amp; ESLL 249; not open to students with credit in COMM 18H or SPCH 1B.</td>
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Degree & Credit Status: Degree-Applicable Credit Course

Foothill GE: Area V: Communication & Analytical Thinking

Transferable: CSU/UC

Grade Type: Letter Grade (Request for Pass/No Pass)

Repeatability: Not Repeatable

Student Learning Outcomes
- A successful student will be able to distinguish a fallacious argument from empirical truth.
- A successful student will be able to identify evidence from credible sources in support of research analysis.
- Course not taught in 2014-15

Course Content
a. Persuasive communication theory
   i. Inductive and deductive reasoning
   ii. Critical analysis of argumentative claims and logical fallacies
   iii. Cultural diversity as a communication opportunity
b. Critical evaluation of speech presentations
   i. Peer evaluation of student debates and persuasive speeches
   ii. Self-analysis and written self-evaluation
   iii. Instructor critique
c. Organization and planning of speech and debate performance
   i. Effective introductions and conclusions
   ii. Argument structure and development
   iii. Documentation and support of claims
   iv. Traditional patterns of organization
d. Research methods and citation of sources
   i. Library research to support argumentative positions
   ii. Use of alternate databases such as InfoTrac, ONESEARCH, and LexisNexis
   iii. Oral and written citation methods

Lab Content
Not applicable.

Special Facilities and/or Equipment
1. Classroom with access to audio/visual aids, especially monitor and VCR.
2. When taught via Foothill Global Access: on-going access to computer with email software and capabilities; email address; JavaScript-enabled internet browsing software.

Method(s) of Evaluation
Methods of Evaluation may include but are not limited to the following:

Written examinations on the theories of argumentation
Evaluation of speeches based upon organization of material, clarity of expression, significance of evidence, effectiveness of transitions and logical progression of ideas
Analytical and persuasive writing

Method(s) of Instruction
Methods of Instruction may include but are not limited to the following:

Lectures
Discussions and cooperative learning exercises
Student oral presentations and demonstrations
In-class debate participation
Electronic discussions/chats

Representative Text(s) and Other Materials


Although some of these texts are older than the suggested “5 years or newer” standard, they remain seminal texts in this area of study.


When taught via Foothill Global Access: supplemental lectures, handouts, tests, and assignments delivered via email and/or internet; feedback on tests and assignments delivered via email and/or internet; class discussion may be delivered in chat rooms, listservs, and newsgroups.

**Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments**

a. In preparation for in-class debate, completion of evidence portfolio comprised of extensive topic research with full MLA citations; outline and detailed explanation of affirmative, negative, and rebuttal arguments

b. Self-evaluation paper, reflecting on progress, effectiveness, and needed improvements

c. Written peer speech critique with detailed analysis of content and delivery style

**Discipline(s)**

Communication Studies