COMM 3700: Argumentative Discourse Fall 2015 Dr. Mike Milford Auburn University

TEXTBOOK:

Hollihan, T. A., & Baaske, K. T. (2005). *Arguments and arguing* (2nd ed.). Long Grove, IL: Waveland Press.

COURSE PURPOSE AND LEARNING OUTCOMES:

The purpose of this course is to develop those skills of argumentation involved in effective reasoning and communication. In developing these skills, we will study various types of arguments, note the tests to which each is susceptible, and analyze examples of arguments. Other topics covered in the course include the ethics of advocacy, the types and tests of evidence, and preparing a case and adapting it to an audience. Upon completion of this course you should be able to:

- 1. identify and state an arguer's central argument.
- 2. analyze and evaluate an arguer's basic assumptions and implications.
- 3. establish an argument based on reasonable assumptions.
- 4. provide supporting evidence that is relevant, effective, and adequate for the purpose, audience, and situation.
 - 5. anticipate and deal effectively with possible objections or opposing arguments.

COURSE REQUIREMENTS:

- 1. **Two examinations**. The course has a mid term exam and a final exam. The exams will consist of multiple choice, completion, and open-ended questions. The majority of the questions will be recall questions, but there will also be analytical questions as well. Each examination is worth 100 points.
- 2. Exercises and questions. Each unit will have a number of exercises or questions related to the content of the chapter and lecture. The exercises will be applications of theories and principles covered in the unit. The questions will be recall or open-ended questions about theories and principles covered in the unit. Each set of exercises and questions is worth 10 points. I will randomly collect 10 of these assignments, making these assignments worth 100 points.
- 3. **Editorial analysis paper.** You will choose an editorial from a major news source for a 700 to 800-word analysis. I must approve the editorial before you begin. The paper should focus on identifying and evaluating the theories and principles of argumentation we have covered up to that point. The paper will be graded for the accuracy of the identification and the thoughtfulness of the evaluation along with the principles of good writing. The paper is worth 100 points.

- 4. **Argument paper**. You will construct a 700 to 800-word argument on a topic of your choice. I must approve the topic before you begin. Your paper should demonstrate your ability to utilize the theories and principles covered this semester. The paper is worth 100 points.
- 5. **Argument presentation.** You will present a three to five minute summary of your argument for the class. In your presentation you should include the salient points of your argument but adapt your approach for a listening audience rather than a reading audience. The speech will be will be graded for the accuracy of the concepts used and the thoughtfulness with which they are applied as well as the principles of public speaking. The presentation is worth 100 points.

TENTATIVE SCHEDULE:

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Week	Topic	Reading
1	Introduction and General Confusion	
	Argumentation as Human Symbolic Activity	Chapter 1
	Introduction to Argumentation	Brockreide and Rowland articles on Canvas
2	Introduction to Argumentation Continued	
	Introduction to Argumentation Continued	
	Foundations of Argument	Chapter 2
3	Foundations of Argument Continued	
	Audiences and Fields of Argument	Chapter 3
	Audiences and Fields of Argument Continued	
4	Audiences and Fields of Argument Continued	
	Language of Argument	Chapter 4
5	Language of Argument Continued	
	Argumentation and Critical Thinking	Chapter 5
	Argumentation and Critical Thinking Continued	
6	Toulmin Model of Argument	Brockreide and Ehninger article on Canvas
	Toulmin Model of Argument Continued	
	Types of Argument	Chapter 6
7	Types of Argument Continued	"How do I Reason with My Audience?"
	Types of Argument Continued	article on Canvas
	Grounds for Argument	Chapter 7
8	Grounds for Argument Continued	
	Building Arguments	Chapter 8
	Building Arguments Continued	
9	Proving Arguments	"How do I Prove My Argument?" article on
	Refuting Arguments	Canvas
	Refuting Arguments Continued	Chapter 9
10	What to Avoid in an Argument	"What to Avoid" article on Canvas
	What to Avoid in an Argument Continued	Argument Analysis Due
	Mid Term Exam	
11	Academic Debate	Chapter 10
	Academic Debate Continued	Chapter 11
	Academic Debate Continued	
12	Argumentation in Politics	Chapter 12

		Argumentation in Politics Continued	
		Argumentation and the Law	Chapter 13
	13	Argumentation in Business Organizations	Chapter 14, Argument Paper Due
L		Argument Presentations	
	14	Argument Presentations	
	15	Argument Presentations	
	16	Final Exam	