

Course Syllabus

1. **Program of Study**
Bachelor of Arts
Bachelor of Science
Bachelor of Business Administration
Bachelor of Nursing Science
- Faculty/Institute/College** Mahidol University International College
2. **Course Code** ICEG 425 **Course Title** Advanced Rhetoric
3. **Number of Credits** 4 (4-0) (Lecture/Lab)
4. **Prerequisite (s)** ICCM 106 or ICCM 112 or the equivalent
5. **Type of Course** Required for both English minors
6. **Trimester/Academic Year** Trimester III, every year
7. **Course Description**
The study of and practice with expository and persuasive prose; investigation of methods of invention, form and style; workshops and tutorials providing guidance for students to form a personal style, editing and redrafting prose for research or publication; tutoring in the Resource Center (under guidance) to assist EC I, EC II and EC III students.
8. **Course Objective (s)**
 1. To recognize that expository and persuasive prose has three components: author, text, and audience
 2. To understand the uses and types of argument
 3. To write academic expository prose with appropriate vocabulary and style for a specific discipline.
 4. To understand the purposes for writing: to inform, to convince and to persuade
 5. To understand workplace arguments
 6. To understand and use data correctly (in terms of both content and form)

9. Course Outline

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction: Overview of argument: Reading arguments; writing arguments	4	Assigned section instructor
2	Principles of argument: Core of an argument: a claim with reasons; Genuine argument vs. pseudo argument.	4	"
3	The logical structure of an argument; using evidence effectively. Essay I: Persuasive Essay	4	"
4	Ethos and Pathos: Using appeals to credibility and appeals to beliefs and emotions	4	"
5	Focus on Audience: Differing views; resistant audience, supportive audience—one-sided arguments; neutral audience—classical argument	4	"
6	Essay II : Persuading a resistant audience Midterm Exam	4	"
7	Classification of argument: Categorical and Definition arguments	4	"
8	Causal and resemblance arguments	4	"
9	Evaluation and proposal arguments Essay III	4	"
10	Writing for specific purposes: Business communication, technical communication. Begin group project	4	"
11	Workplace arguments: ethics, diversity and discrimination, evaluation and appraisal	4	"
	Total	44	

NB: The instructor reserves the right to modify the topics when appropriate

10. Teaching Method (s)

Lecturing, group work,

11. Teaching Media

Text, handouts, articles

12. Measurement and evaluation of student achievement

MUIC standard grading criteria: 90% and above is grade A

13. Course evaluation

Midterm examination	15%
Final examination	20%
Group project	25%
Essays	40%

14. Reference (s)

Ramage, Bean and Johnson. *Writing Arguments: a Rhetoric with Readings*

15. Instructor (s)

Charles Windish

16. Course Coordinator

Charles Windish