

## Course Outline

<b>Course number</b>	RBE 337					
<b>Course title</b>	Introduction to Rhetoric					
<b>Credit points</b>	3 ECTS					
<b>Total hours</b>	75					
<b>Contact hours</b>	32					
<b>Independent studies</b>	43					
<b>Course level</b>	Bachelor					
<b>Prerequisites</b>	None					
<b>Category</b>	Mandatory		Restricted elective		Free elective	X

### COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Linda Apse	Ph.D.	Visiting Docent

### COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Linda Apse	Ph.D.	Visiting Docent

### COURSE ABSTRACT

The principal objective of the course is to acquire the theoretical background necessary for writing and presenting a persuasive speech. Accordingly, students will get an insight into the history of rhetoric and learn about the characteristics of modern rhetoric, modes of appeal, rhetorical devices, types of meaning, structure of argument as well as the art of oratory, logical fallacies and presentation style. The course offers practical seminars where students are encouraged to share viewpoints and present sample speeches.

## GRADING CRITERIA

<b>Criteria</b>	<b>Weighting</b>
Course assignments (4) – analysis of rhetorical style	40%
Class discussions, peer reviews	20%
Final exam – public speech	40%

## COURSE REQUIREMENTS

In order to pass the course, students have to:

1. submit four course assignments and earn a minimum of 20 percentage points (5 percentage points minimum per assignment, 10 percentage points maximum per assignment),
2. attend at least 50% of all lectures/seminars (8 sessions) and present at least two peer reviews (i.e. assess the quality of two course assignments presented by group mates) earning a minimum of 10 percentage points (maximum of 20 percentage points),
3. pass the final exam (minimum pass score of 20 percentage points, maximum – 40 percentage points).

If a student fails to fulfil the abovementioned requirements (No 1 and No 2), the student is not entitled to take the final exam.

The course assignments include two assignments on detecting and differentiating among rhetorical devices in various texts, one assignment on a persuasive speech analysis, and one of a 2-minute persuasive 'sales' speech.

For the final exam, students are required to deliver a 7-minute public speech on a topic of their own choice.

## COURSE PLAN – MAIN SUBJECTS

<b>No.</b>	<b>Main subjects</b>	<b>Planned hours</b>
1.	Rhetoric. Persuasive speech. History of rhetoric. Modern rhetoric.	6
2.	Basic elements of style – rhetorical devices.	12
3.	Oratory/public speaking: modes of appeal, style, structure and presentation. Logical fallacies.	14