

Course Outline

Course number	RBE 337				
Course title	Introduction to Rhetoric				
Credit points	3 ECTS (2 LV CP)				
Total hours	80				
Contact hours	32				
Independent studies	48				
Course level	Bachelor				
Prerequisites	None				
Category	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

Criteria	Weighting
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

No.	Main subjects	Planned hours
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. Modes of appeal. Logical fallacies.	14