Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Persuasive Communication & Rhetoric
Course/Module code *	K16
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semester 3
Course type	major
Language of instruction	English
Coordinator	dr Paweł Balcerak
Course instructor	dr Paweł Balcerak

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
3	30							3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass without a grade, exam

2. PREREQUISITES

none

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

O1	To develop critical thinking, oral expression and written communication skills.
O2	To gain the understanding of the theories and concepts relevant to persuasive communication.
O3	To learn how to analyse persuasive messages and arguments.
O4	To create and deliver effective oral arguments to persuade one's peers to adopt a particular viewpoint.

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The graduate knows and understands, to an advanced level, phenomena and concepts associated with rhetoric, argumentation, and persuasive communication in general;	K_W01
LO_02	The graduate knows and understands, to an advanced degree, the main theories of argumentation, their significance and impact, and the place of knowledge of persuasive process and its links with other sciences;	K_W02
LO_03	The graduate can correctly identify, select, and use a variety of sources of information and use them freely to evaluate, critically analyse, and react to persuasive processes.	K_U01
LO_04	The graduate can construct arguments (in written and oral form), notice and identify the relationships between them, their impact on social processes, and the attitudes of individual recipients using the correct rhetorical strategies.	K_U02
LO_05	The graduate is prepared to proactively seek out new points of view and analyse them in the context of their validity and argumentative strength.	K_K02

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
1. What are rhetoric and persuasion? 2. Invention, disposition, topos.

3. Structure of the persuasive message; deductive and non-deductive arguments; argument according to S. Toulmin. 4. What are logos, ethos, pathos, and kairos? 5. Rhetorical tropes and figures. Typology, characteristics, functions and use in persuasive communication. 6. Sound and cogent arguments – how to evaluate different kinds of arguments. 7. Argument strength/effectiveness; good/bad argument vs effective 8. Argumentation fallacies. 9. How to recognise manipulation; defence strategies. 10. Terms and conditions of constructive debate; analysis of selected public debates. 11. Preparation for a debate. 12. Oxford-style debate.

B. Classes, laboratories, seminars, practical classes

Content outline

3.4. Methods of Instruction

Problem-solving lecture, lecture supported by a multimedia presentation

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	*OBSERVATION DURING CLASSES, PROJECT (DEBATE), EXAM*	L
LO-02	OBSERVATION DURING CLASSES, *PROJECT (DEBATE),EXAM*	L
LO_03	OBSERVATION DURING CLASSES, *PROJECT (DEBATE), EXAM*	L
LO_04	OBSERVATION DURING CLASSES, *PROJECT (DEBATE),EXAM*	L
LO_05	OBSERVATION DURING CLASSES, *PROJECT (DEBATE)*	L

4.2 Course assessment criteria

In order to pass the course, the student must participate in discussions of the issues presented and take part in the Oxford debate organised at the end of the course. The written examination will consist of three parts: an analysis of the argumentation in the example presented; the recognition of fallacious argumentation in the example presented;

the preparation of a written argument on a given topic. The maximum number of points possible is 20, and the paper will be marked according to the following key: 0-10 = 2.0 11-12 = 3.0 13-14 = 3.5 15-16 = 4.0 17-18 = 4,5 19-20 = 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	75
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Hinton, M., Koszowy, M. 2018. The Philosophy of Argumentation. Schopenhauer, A. 2006. The Art of Controversy. Cunningham, E.M. 2019. Understanding Rhetoric: A Guide to Critical Reading and Argumentation
Complementary literature: Koszowy, M. 2018. Informal Logic and Argumentation Theory. Zarefsky, D. 2001. Argumentation: The Study of Effective Reasoning. Steven L. Johnson, Winning Debates.

Approved by the Head of the Department or an authorised person