Syllabus

Course Description
This course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Persuasive speech structure, reasoning, argumentation, fallacies will be taught. Besides, students will develop strategies for designing extemporaneous speeches on topics of social significance. Critical thinking, academic skill and reading skills will be exercised too, as shown in table below:

<table>
<thead>
<tr>
<th>Reading / Academic Skills</th>
<th>Critical Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding key details, a sequence of events, a process, a speaker’s message</td>
<td>Applying ideas to own experience, own context, other contexts</td>
</tr>
<tr>
<td>Understanding tone and purpose using a concept map, contrastive language</td>
<td>Evaluating an argument using examples</td>
</tr>
<tr>
<td>Understanding cause and effect, classifications, reference</td>
<td>Interpreting meaning Making inferences</td>
</tr>
<tr>
<td>Making predictions, comparisons</td>
<td>Questioning statements in a text</td>
</tr>
<tr>
<td>Applying information to new contexts</td>
<td>Synthesizing ideas</td>
</tr>
<tr>
<td>Creating a map of the text</td>
<td></td>
</tr>
<tr>
<td>Identifying main ideas</td>
<td></td>
</tr>
<tr>
<td>Inferring conclusions</td>
<td></td>
</tr>
<tr>
<td>Linking ideas and examples</td>
<td></td>
</tr>
<tr>
<td>Summarizing information</td>
<td></td>
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</tbody>
</table>

Purpose of the Course
1. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

2. Design and deliver a persuasive presentation that convinces the audience of the topic’s relevance and overcomes resistance.

3. To identify and assess socially significant and intellectual topics, then compose and deliver extemporaneous oral presentations of these topics.

**Learning Methods**

This course will be learned in form of:

1. Traditional face-to-face lecture-based discussion with inputs on selected theoretical and practical areas.

2. Self-guided study and group-led discussion, or other findings from readings, videos and case studies.

3. Course readings will be mandatory and should be done before class.

**Teaching Material**

21st Century Reading (Book 3)

**Assessment**

To receive credit for Communication Skill 2, you must achieve a composite course mark of at least a “D” (60 percent). The weighting of the composite mark is as follows:

<table>
<thead>
<tr>
<th>Classroom Performance</th>
<th>Persuasive Speech</th>
<th>Impromptus Speech</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>35%</td>
<td>35%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Please note that:

Classroom performance includes attendance, individual-base or group-led discussion, debate, presentation, pop-up quiz, case reading, etc.

**Assignments:**

(** Please download materials for assignments from iLearn)

**Meeting Schedule**
<table>
<thead>
<tr>
<th>Week</th>
<th>Title of Unit</th>
<th>Relative Course Objective</th>
<th>Critical Thinking</th>
</tr>
</thead>
</table>
| 1-2  | The Death of Writing?               | ➢ Understanding key details  
➢ Making comparisons  
➢ Understanding contrastive language | ➢ Interpreting meaning                                                             |
| 3-4  | Txtng is Killing Language, JK!!     | ➢ Understanding key details  
➢ Making predictions  
➢ Applying information to new contexts  
➢ Summarizing information | ➢ Evaluating an argument  
➢ Applying ideas to own experience                                                   |
| 5-6  | Bringing the World Together         | ➢ Understanding tone and purpose using a concept map                                       | ➢ Evaluating an argument using examples                                             |
| 7-8  | The Danger of a Single Story        | ➢ Understanding key details  
➢ Understanding a sequence of events  
➢ Understanding a process  
➢ Identifying main ideas | ➢ Synthesizing ideas  
➢ Applying ideas to own context                                                      |
| 9-10 | The Importance of Solitude          | ➢ Understanding sequence  
➢ Identifying different viewpoints  
➢ Understanding classifications | ➢ Making inferences  
➢ Evaluating an argument using examples                                               |
| 11-12| The Power of Introverts             | ➢ Understanding key details  
➢ Understanding cause and effect  
➢ Understanding a speaker’s message | ➢ Reflecting on own experience  
➢ Applying ideas to other contexts                                                    |
| 13-14| Nature of Intelligence              | ➢ Understanding key details  
➢ Inferring conclusions  
➢ Understanding reference | ➢ Applying ideas to other contexts                                                  |
| 15-16| The Gentle Genius of Bonobos        | ➢ Understanding main ideas & key details  
➢ Understanding a speaker’s message  
➢ Understanding sequence | ➢ Reflecting on own experience                                                      |
| 17-18| Keep Calm!                          | ➢ Linking ideas and examples  
➢ Creating a map of the text  
➢ Understanding a process | ➢ Questioning statements in a text  
➢ Applying ideas to other contexts                                                   |