



COURSE OUTLINE: ENG315 - ISSUES & PERSUASION

Prepared: General Arts and Science

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	ENG315: IDEAS, ISSUES AND PERSUASION
Program Number: Name	1115: GAS-UNIV TRANSFER
Department:	COMMUNICATIONS
Semesters/Terms:	19W
Course Description:	This course helps students to become effective communicators in society. It examines elements of critical thinking necessary for the successful exchange of information. Students will respond to positions presented in scenarios, case studies or current affairs that they are likely to encounter. They will be challenged to identify problems and generate solutions supported by logical arguments. Emphasis will be placed on independent learning skills needed to adapt to a changing environment and on persuasive communication of ideas in order to facilitate creative problem solving for a variety of life situations. In this course, the principles of writing are taught through the writing process.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	CMM115
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	1115 - GAS-UNIV TRANSFER
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Develop, through general knowledge gained in a wide range of subjects, insight into both self and society.
	VLO 2 Develop flexibility and clarity of both thought and expression in order to develop communications competence to a level required by business and industry.
	VLO 3 Understand and utilize critical thinking processes and problem solving techniques.
	VLO 4 Examine and evaluate various aspects of our changing society to assist in developing a sense of personal and social responsibility as a citizen in society.
	VLO 5 Employ basic vocational, skills drawn from the areas of the Humanities, Social and Behavioural Sciences of Vocational Studies (Business, Technology).
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of



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others.

EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

EES 10 Manage the use of time and other resources to complete projects.

EES 11 Take responsibility for ones own actions, decisions, and consequences.

General Education Themes: Social and Cultural Understanding

Personal Understanding

Course Evaluation: Passing Grade: 50%, D

Books and Required Resources: No Text is required

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Express opinions as an informed student/citizen/worker through analysis of contemporary societal issues.	1.1 Assess the validity of researched material 1.2 Recognize bias in researched materials 1.3 Order the material logically 1.4 Express opinions assertively 1.5 Define the issue 1.6 Recognize the different sides of an issue
Course Outcome 2	Learning Objectives for Course Outcome 2
Demonstrate strong investigative/research techniques, documentation, writing, editing, and proofreading skills required by life-long and prospective employers.	2.1 Determine the reliability of reading material 2.2 Recognize bias 2.3 Make logical inferences and draw conclusions 2.4 Determine cause and effect 2.5 Recognize the author's audience and purpose 2.6 Write persuasive documents 2.7 Use proofreading and editing techniques
Course Outcome 3	Learning Objectives for Course Outcome 3
Recognize the elements of modern debate and its inherent bias and manipulation.	3.1 Identify the elements of modern debate 3.2 Write syllogisms 3.3 Locate syllogistic reasoning in articles 3.4 Use inductive/deductive reasoning to persuade an audience 3.5 Produce arguments that employ effective persuasive techniques 3.6 Examine the nature of persuasive language, tone, style, uses
Course Outcome 4	Learning Objectives for Course Outcome 4
Show personal growth by demonstration of effective interpersonal communication.	4.1 Recognize barriers to effective communication and know how to minimize them 4.2 Identify the characteristics of aggressive, passive, and assertive behaviour 4.3 Anticipate audience response to a viewpoint by assessing their characteristics and interests 4.4 Employ effective interpersonal communication strategies in collaborative work



	Course Outcome 5	Learning Objectives for Course Outcome 5
	Use critical and creative thinking skills to analyze problems, identify solutions, select the best options, and present logical persuasive arguments.	5.1 Identify the actual major and minor issues 5.2 Identify bias and its role 5.3 Demonstrate the strategies of creative thinking 5.4 Formulate possible approaches to issues 5.5 Prioritize approaches using a logical approach 5.6 Respond persuasively to the audience by using the skills of effective argument 5.7 Recognize fallacies in others` arguments 5.8 Recognize connotative and denotative language and the importance of semantics 5.9 Examine modern advertiser`s use of persuasive techniques 5.10 Recognize different types of authority as sources of evidence
	Course Outcome 6	Learning Objectives for Course Outcome 6
	Meet/face a variety of contemporary life challenges through questioning strategies, constructive feedback techniques, and effective oral and written responses.	6.1 Discuss controversial or challenging current issues 6.2 Use the strategies for effective and productive questioning 6.3 Demonstrate the ability to give helpful feedback in written and oral formats 6.4 Analyze persuasive writing for reliability, validity, soundness

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Assignments	20%	1,2,3,4,5,6
Evaluation of Persuasive Presentation	10%	3,5
Persuasive Presentation	20%	3
Tests	50%	1,2,4,5,6

Date:

July 5, 2018

Please refer to the course outline addendum on the Learning Management System for further information.

