



COURSE OUTLINE

ENG315

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
Semester/Term:	17F
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
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<ul style="list-style-type: none"> #1. Develop, through general knowledge gained in a wide range of subjects, insight into both self and society. #2. Develop flexibility and clarity of both thought and expression in order to develop communications competence to a level required by business and industry. #3. Understand and utilize critical thinking processes and problem solving techniques. #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. #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):	<ul style="list-style-type: none"> #1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems.



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- #6. Locate, select, organize, and document information using appropriate technology and information systems.
- #7. Analyze, evaluate, and apply relevant information from a variety of sources.
- #8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
- #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- #10. Manage the use of time and other resources to complete projects.
- #11. Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	30%
Evaluation of Persuasive Presentation	10%
Persuasive Presentation	20%
Tests	40%

Books and Required Resources:

No Text is required

Course Outcomes and Learning Objectives:

Course Outcome 1.

Express opinions as an informed student/citizen/worker through analysis of contemporary societal issues.

Learning Objectives 1.

- Assess the validity of researched material
- Recognize bias in researched materials
- Order the material logically
- Express opinions assertively
- Define the issue
- Recognize the different sides of an issue

Course Outcome 2.



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Demonstrate strong investigative/research techniques, documentation, writing, editing, and proofreading skills required by life-long and prospective employers.

Learning Objectives 2.

- Determine the reliability of reading material
- Recognize bias
- Make logical inferences and draw conclusions
- Determine cause and effect
- Recognize the author's audience and purpose
- Write persuasive documents
- Use proofreading and editing techniques

Course Outcome 3.

Recognize the elements of modern debate and its inherent bias and manipulation.

Learning Objectives 3.

- Identify the elements of modern debate
- Write syllogisms
- Locate syllogistic reasoning in articles
- Use inductive/deductive reasoning to persuade an audience
- Produce arguments that employ effective persuasive techniques
- Examine the nature of persuasive language – tone, style, uses

Course Outcome 4.

Show personal growth by demonstration of effective interpersonal communication.

Learning Objectives 4.

- Recognize barriers to effective communication and know how to minimize them
- Identify the characteristics of aggressive, passive, and assertive behaviour
- Anticipate audience response to a viewpoint by assessing their characteristics and interests



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- Employ effective interpersonal communication strategies in collaborative work

Course Outcome 5.

Use critical and creative thinking skills to analyze problems, identify solutions, select the best options, and present logical persuasive arguments.

Learning Objectives 5.

- Identify the actual major and minor issues
- Identify bias and its role
- Demonstrate the strategies of creative thinking
- Formulate possible approaches to issues
- Prioritize approaches using a logical approach
- Respond persuasively to the audience by using the skills of effective argument
- Recognize fallacies in others' arguments
- Recognize connotative and denotative language and the importance of semantics
- Examine modern advertising's use of persuasive techniques
- Recognize different types of authority as sources of evidence

Course Outcome 6.

Meet/face a variety of contemporary life challenges through questioning strategies, constructive feedback techniques, and effective oral and written responses.

Learning Objectives 6.

- Discuss controversial or challenging current issues
- Use the strategies for effective and productive questioning
- Demonstrate the ability to give helpful feedback in written and oral formats
- Analyze persuasive writing for reliability, validity, soundness

Date:

Wednesday, August 30, 2017

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



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