

NIRMA UNIVERSITY

Institute:	Institute of International Study
Name of Programme:	Bachelor of Science (Computer Science and Engineering) [2+2 Dual Degree]
Faculty:	Faculty of Technology & Engineering
Course Code:	1HS103
Course Title:	Rhetoric & Composition
Course Type:	Common
Year of Introduction:	2022-2023

L	T	Practical component				C
		LPW	PW	W	S	
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Objectives:

- Read & listen rhetorically
- Think rhetorically and to discover all possible means of persuasion, to see persuasive possibilities, to evaluate those possibilities;
- Write rhetorically to accommodate audiences with purpose.

Syllabus:

Total Lecture hours: 30

Unit	Syllabus	Teaching hours
Unit I	Rhetoric definition, Ethos, Pathos, and Logos in Action & Figures of Style, Classic and Modern Rhetoric, the rhetorical triangle, audience triangulation, reading and listening rhetorically, critical reading, analysing.	8
Unit II	Discourse on academic, civic and cultural contexts. Persuasion skills and persuasive oral, written communication. Analysis of Ted Kennedy's "Chappaquiddick Speech", Analysis of Barack Obama's 2004 Keynote address	6
Unit III	Argumentation: Understanding arguments, developing claims, generating reasons, providing evidence. Emma Goldman's Speech to Jury & Lincoln's Inaugural Address analysis.	5
Unit IV	Visual: Use typography effectively, create effective layouts, analyse visual media. Visual analysis using different case studies.	5
Unit V	Electronic: Using appropriate format, voice and language in a professional email, blog, social media. Analysing different emails written by students viz a vie tone, voice, format.	6

Laboratory Component:

		Laboratory Hours	30
Session No.	Topic	Teaching Hours	
I.	Introduction to Lab Component	2	
II.	Argumentative Speech	2	
III.	Argumentative Speech	2	
IV.	Persuasive Speech	2	
V.	Persuasive Speech	2	
VI.	Speeches using logos, ethos and pathos	2	
VII.	Speeches using logos, ethos and pathos	2	
VIII.	Rhetorical Situation SOAPstone (– subject/occasion/audience/purpose/speaker/tone).	2	
IX.	Rhetorical Situation SOAPstone – subject/occasion/audience/purpose/speaker/tone).	2	
X.	Debating (logos, ethos, pathos)	2	
XI.	Group Discussion	2	
XII.	Group Discussion	2	
XIII.	Presentation using visual elements	2	
XIV.	Presentation using visual elements	2	

XV.	Presentation using visual elements	2
	Total Laboratory Component Hours	30

Self-Study:

Self-study contents will be declared at the commencement of the semester. Around 10 % of the questions will be asked from the self-study contents.

Suggested Readings/ References:

Andrews, James R., Michael C. Leff, and Robert Terrill. *Reading Rhetorical Texts: An Introduction to Criticism*. Houghton Mifflin College Division, 1998. ISBN: 9780395731567.

Strang, Steven, ed. *Writing Exploratory Essays*. McGraw-Hill Humanities, 1995. ISBN: 9781559342629.

Eugene Garver, Aristotle’s Rhetoric on Rhetoric’s Definition and Limits

Gooch, John, and Seyler, Dorothy. *Argument!*. Second edition. McGraw-Hill Higher Education, 2015, ISBN: 978-1-259-74111-1

Campbell, Karlyn Kohrs. “An Exercise in the Rhetoric of Mythical America.” In *Critiques of Contemporary Rhetoric*. Wadsworth Publishing, 1972, pp. 50–58. ISBN: 9780534001353.

Kinneavy, James: *A Theory of Discourse*

Basler, Roy P. “Cooper Union Address.” February 27, 1860.

Crowley, Sharon and Debra Hawhee, *Ancient Rhetorics for Contemporary Students*, 5th ed., Pearson, 2012.

National Park Service, U.S. Department of the Interior. “Second Debate: Freeport, Illinois”.

Best Speeches of Barack Obama Through his 2009 Inauguration.

Roberts–Miller, Trish. “Understanding Misunderstandings: How to do a Rhetorical Analysis.” (PDF) 2008.

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