



APPLIES TO ACADEMIC YEAR 2010/2011

BIK 2913 Rhetoric - the art of persuasion in speech and writing.

Programme

Single courses

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Is it possible to learn how to become a successful speaker? Can you learn how to write good texts? Can you strengthen or weaken your credibility through dialogue? Of course you can. The art of speaking and writing can be learned and rhetoric makes this possible. Rhetoric is the art that the Greeks regarded as fundamental to leadership and to leading people. Everybody can learn to be better speakers; everybody can learn to be better participants in conversations; everybody can learn to write persuasively and effectively. Rhetoric helps you convince your audience to accept a point of view or a message. A good dialogue builds on mutual respect and the willingness to listen to each other. Speech and writing need to be adjusted to the sender and the audience, the issue and the argumentation, to time and place; to what is called the rhetorical situation. The better these elements are coordinated, the better the rhetorical effect.

Learning outcome

Students should show the following theoretical learning outcome after having completed the course:

- have basic knowledge of rhetorical theory and terminology
- have an understanding for language, style and coherence aimed at persuasion in speech and writing

Students should show the following practical learning outcome after having completed the course:

- possess rhetorical skills relevant for communication at work and for other contexts where messages are to be presented
- be able to present a problem clearly and sensibly
- be able to argue effectively and credibly
- be able to construct their own speaker roles with respect to context
- be able to engage their audience in speech and writing
- be able to do rhetorical analyses in order to evaluate how the speaker (ethos), the text (logos) and the audience (pathos) connect and influence the whole
- be able to demonstrate dialogical skills and understanding

Students should show the following attitudinal learning outcome after having completed the course:

- be able to communicate the importance of meaningful and effective language usage
- be able to contribute to a dialogic work environment based on mutuality and co-existence

Prerequisites

Work experience.

Compulsory reading

Books:

Johannesson, Kurt. 2003. Ta ordet : ti øvelser i praktisk retorikk, evt. den svenske utgaven av boken: Tala val. Oslo : Aschehoug. 206 ss.

Kjeldsen, Jens E. 2006. Retorikk i vår tid : en innføring i moderne retorisk teori. 2. utg. Oslo : Spartacus. 1,3-4,6,7,8,11-12: 196 ss.

Articles:

Argyris, Chris. 1991. Teaching smart people how to learn.. Harvard Business Review. s. 99 - 109

Recommended reading

Course outline

Day 1. What is rhetoric?

- To persuade, raise interest, demonstrate understanding, result in action
- The production of verbal messages and credible texts
- Analyzes, interprets, constructs, evaluates, critiques
- Takes a holistic perspective

Skills: Outlining a speech text for oral presentation; practicing oral presentations

Day 2. Ethos: Credibility – competence, character, goodwill

- The credibility of the speaker
- Authority, authenticity, trust
- Personal and professional ethos

Skills: Constructing writer/reader roles; developing tone of voice, training body language

Day 3. Pathos: Feelings, appeals and persuasion

- The impact of text and speech on readers and audience
- Involvement, commitment, identification

Skills: Writing second drafts based on feedback; accommodating language, style, tone of voice to audience

Day 4. Logos: Argumentation, thesis and arguments

- Diction, argumentation – fact and reason
- The good argument
- Argumentation and positioning

Skills: Developing a thesis, finding good arguments, working on coherence for speech and text

Day 5. Dialogue: Understanding, listening, mutuality

- Communication model for mutual learning and respect
- Double-loop learning – to learn how to learn
- Tools for ethical dialogues

Skills: Analyzing, writing and mastering challenging dialogues

Day 6. Evaluation: Speech delivery or oral presentation

Computer-based tools

Not necessary.

Learning process and workload

Six days, 36 hours in one semester.

Examination

Process evaluation:

A written text for an oral presentation based on a topic of the student's own choice. Two hand-in drafts with written feedback from instructor. Students receive oral feedback throughout the course (60%). An essay on a given topic, 10-12 pages (40%).

Examination code(s)

BIK 29131 - Process evaluation; accounts for 100% % of the marks in the course BIK 2913, 7,5 credits.

Examination support materials

All aids are allowed

Re-sit examination

Re-sit examination are held in the next ordinary course.

Additional information