

# SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027  
ACADEMIC YEAR 2025/2026

## 1. BASIC COURSE/MODULE INFORMATION

|  |  |
|--|--|
| Course/Module title                                    | Persuasive Communication & Rhetoric    |
| Course/Module code *                                   | K16                                    |
| Faculty (name of the unit offering the field of study) | College of Humanities                  |
| Name of the unit running the course                    | Institute of Modern Languages          |
| Field of study   | Media, Visual and Social Communication |
| Qualification level                                    | Bachelor's degree                      |
| Profile  | general academic                       |
| Study mode   | full-time                              |
| Year and semester of studies                           | Year 2, semester 3                     |
| Course type  | major                                  |
| Language of instruction                                | English                                |
| Coordinator  | dr Paweł Balcerak                      |
| Course instructor                                      | dr Paweł Balcerak                      |

\* - as agreed at the faculty

### 1.1. Learning format – number of hours and ECTS credits

| Semester (no.) | Lectures | Classes | Laboratories | Seminars | Practical classes | Internships | others | ECTS credits |
|----------------|----------|---------|--------------|----------|-------------------|-------------|--------|--------------|
| 3              | 30       |         |              |          |                   |             |        | 3            |

### 1.2. Course delivery methods

- conducted in a traditional way

### 1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

- pass without a grade, exam

## 2. PREREQUISITES

none

**3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS**

**3.1. Course/Module objectives**

|    |   |
|----|---|
| O1 | To develop critical thinking, oral expression and written communication skills.                         |
| O2 | To gain the understanding of the theories and concepts relevant to persuasive communication.            |
| O3 | To learn how to analyse persuasive messages and arguments.  |
| O4 | To create and deliver effective oral arguments to persuade one's peers to adopt a particular viewpoint. |

**3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)**

| <b>Learning Outcome</b> | <b>The description of the learning outcome defined for the course/module</b>   | <b>Relation to the degree programme outcomes</b> |
|-------------------------|--|--|
| LO_01                   | The graduate knows and understands, to an advanced level, phenomena and concepts associated with rhetoric, argumentation, and persuasive communication in general;   | K_Wo1  |
| LO_02                   | The graduate knows and understands, to an advanced degree, the main theories of argumentation, their significance and impact, and the place of knowledge of persuasive process and its links with other sciences;                          | K_Wo2  |
| LO_03                   | The graduate can correctly identify, select, and use a variety of sources of information and use them freely to evaluate, critically analyse, and react to persuasive processes.   | K_Uo1  |
| LO_04                   | The graduate can construct arguments (in written and oral form), notice and identify the relationships between them, their impact on social processes, and the attitudes of individual recipients using the correct rhetorical strategies. | K_Uo2  |
| LO_05                   | The graduate is prepared to proactively seek out new points of view and analyse them in the context of their validity and argumentative strength.  | K_Ko2  |

**3.3. Course content (to be completed by the coordinator)**

A. Lectures

| Content outline  |
|--|
| 1. What are rhetoric and persuasion?   |
| 2. Invention, disposition, topos.  |
| 3. Structure of the persuasive message; deductive and non-deductive arguments; argument according to S. Toulmin. |
| 4. What are logos, ethos, pathos, and kairos?  |
| 5. Rhetorical tropes and figures. Typology, characteristics, functions and use in persuasive communication.      |
| 6. Sound and cogent arguments – how to evaluate different kinds of arguments.                                    |
| 7. Argument strength/effectiveness; good/bad argument vs effective   |
| 8. Argumentation fallacies.  |
| 9. How to recognise manipulation; defence strategies.  |
| 10. Terms and conditions of constructive debate; analysis of selected public debates.                            |
| 11. Preparation for a debate.  |
| 12. Oxford-style debate.   |

B. Classes, laboratories, seminars, practical classes

| Content outline |
|-----------------|
|                 |
|                 |
|                 |
|                 |

**3.4. Methods of Instruction**

e.g.

Problem-solving lecture, lecture supported by a multimedia presentation

**4. Assessment techniques and criteria**

**4.1 Methods of evaluating learning outcomes**

| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,...) |
|------------------|--|---|
| LO-01            | <i>OBSERVATION DURING CLASSES, PROJECT (DEBATE), EXAM</i>  | LECTURE                                 |
| LO-02            | <i>OBSERVATION DURING CLASSES, PROJECT (DEBATE), EXAM</i>  | LECTURE                                 |
| LO_03            | <i>OBSERVATION DURING CLASSES, PROJECT (DEBATE), EXAM</i>  | LECTURE                                 |
| LO_04            | <i>OBSERVATION DURING CLASSES, PROJECT (DEBATE), EXAM</i>  | LECTURE                                 |
| LO_05            | <i>OBSERVATION DURING CLASSES, PROJECT (DEBATE)</i>  | LECTURE                                 |

**4.2 Course assessment criteria**

In order to pass the course, the student must participate in discussions of the issues presented and take part in the Oxford debate organised at the end of the course.

The written examination will consist of three parts: an analysis of the argumentation in the example presented; the recognition of fallacious argumentation in the example presented; the preparation of a written argument on a given topic. The maximum number of points possible is 20.

**GRADING SCALE:**

60-68% - 3.0

69- 76% - 3.5

77-84% - 4.0

85-92% - 4.5

93-100% - 5.0

**5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits**

| Activity   | Number of hours |
|--|-----------------|
| Course hours   | 30              |
| Other contact hours involving the teacher (consultation hours, examinations)                     | 6               |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 40              |
| Total number of hours  | 76              |
| Total number of ECTS credits   | 3               |

\* one ECTS point corresponds to 25-30 hours of total student workload

**6. Internships related to the course/module**

|                                       |  |
|---------------------------------------|--|
| Number of hours                       |  |
| Internship regulations and procedures |  |

**7. Instructional materials**

Compulsory literature:

Hinton, M., Koszowy, M. 2018. The Philosophy of Argumentation.

Schopenhauer, A. 2006. The Art of Controversy.

Cunningham, E.M. 2019. Understanding Rhetoric: A Guide to Critical Reading and Argumentation.

Complementary literature:

Koszowy, M. 2018. Informal Logic and Argumentation Theory.

Zarefsky, D. 2001. Argumentation: The Study Of Effective Reasoning.  
Steven L. Johnson, Winning Debates.

Approved by the Head of the Department or an authorised person