LS1464 Rhetoric - the Art of Persuasion 7.5 credits

Retorik - konsten att övertyga

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for LS1464 valid from Spring 2015

Grading scale

P, F

Education cycle

First cycle

Main field of study

Specific prerequisites

Basic university qualification.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

On completion of the course, the student should be able to:

• talk before an audience in a well-formulated, structured and convincing way
• have knowledge about the most common classical rhetorical and argumentative strategies and be able to apply these in both speeches and written texts
• adapt the contents, structure and language of speeches and texts according to the type of speech/text, purpose and audience
• analyse both classical and modern speeches and texts as regards rhetoric and argumentation technique
• work with speech and writing as a process; give and take constructive criticism and turn this into revision and improvement of his/her own speeches and texts

Course contents

The course focuses mainly on oral activities and includes exercises in oral presentation, rhetorical analysis,analyses of written and oral examples, and simple writing exercises.

The course deals with:

• rhetorical situations, preparation and procedures

• rhetorical strategies, dispositions and structures

• fundamental rhetorical concepts, rhetorical tools, style, figures of speech and language

• rhetorical strategies for convincing, and capturing the interest and attention of, an audience

• analysis of target groups, adaptation to audience, contact with audience, delivery and stage fright

Typical oral assignments:

• an informative oral presentation

• an argumentative oral presentation

• a rhetorical oral debate on a controversial topic

Typical written assignment:

• a short written analysis of a speech

Course literature

Course literature will be announced before the start of the course.

Recommended reference literature and electronic resources will be listed in the course information or in a similar way.

Examination

- LEXA - Continuous Assessment, 7.5 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Other requirements for final grade

All examination parts passed
75% attendance

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.