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| Date: Class Topic | Reading Due | Assignment/In Class Work |
| June 23: Day One,  Introduction to 312,  Why persuasion matters  Reader Friendly Writing | Course Guide | Course Guide Quiz |
| June 25: Day Two  Reader-Friendly Writing,  The Power of Language | Thayer’s Literate Family  Chabon’s Amateur Family | Reader-Friendly Exercise  Bring two copies of one old piece of writing. |
| June 27: Day Three  Argument Analysis: Consequential questions, Audience & Reasons "So what? And why?" | "Ending the Uncivil War," BYU Magazine (Read introduction and all four articles at <http://magazine.byu.edu/?act=view&a=3071>)  Excerpt from “The Righteous Mind” | Elder Woods, “Instruments of the Lord’s Peace” In Class.  3 Peer Essays  Topic Generation: Six Paragraph Essays (<http://intelligencesquaredus.org/debates/past-debates>, <https://beyoungandshutup.com/category/politics/>, <http://www.newyorker.com>) |
| June 30: Day Four  Ethos, Pathos, Logos  The Vocabulary of Persuasion | Olson’s *Conservative Case for Gay Marriage*, Zach Wahl’s *Speaks about the Family*  Martin Luther King Jr.  *Letter From Birmingham Jail* | Literacy Essay and Reflection Due  <http://scholzsouls.blogspot.com/2011/11/dear-american-taxpayers.html> |
| July 2: Day Five  The Enthymeme  Charlotte’s Web, Harry Potter, and Benjamin Franklin  No Class July 4 | Lewis’s *Letter to the Pulitzer Prize Committee*  Ellerby’s *Exit Polling* | The Enthymeme Prezi:  <http://prezi.com/v3vrifml1fwz/?utm_campaign=share&utm_medium=copy&rc=ex0share>  Enthymeme Presentation Assignment-Due July 11 |
| July 7: Day Six  Vote on Topic for 1st argument  Analysis Versus Summary  Claims, Reasons, Assumptions |  | Issue Analysis Assignment:  In-Class Rhetorical Analysis in Groups (Use Issues Analysis Criteria)  Group Cover Sheet/Enthymeme Practice |
| July 9: Day Seven  Library Lecture,  Research; STAR, Credible Sources, | Peer Persuasive Essays  One hour on Pro topic  One Hour on Con Topic | Complete on-line library tutorial and quiz *before* class.  Completed Cover Sheet argument #1 |
| July 11: Day Eight  Enthymeme Day; Finding the Enthymeme in Published Writing,  Persuasion in the “Real World” |  | In-class Enthymeme Presentations, (groups) |
| July 14: Day Nine  Introduce Argument #2  The Collaborative Argument Assignment, The Definition Paper | ???  Definition Argument Examples | Topic Generation and Collaborative Work  <https://www.youtube.com/watch?v=Z_2gbGXzFbs>  <https://www.youtube.com/watch?v=y5UT04p5f7U> |
| July 16:Day Ten  Workshop Day  Political Correctness  Collaborative Work | Read Peer Argument Papers | Peer Review Due  In Class Workshopping, Argument #1  Remember Murphy Brown?  Group Roles |
| July 18: Day Eleven  Engaging Sources  Organizing an Argument | Six Sources for Argument #2 | Argument #1 Due  Enthymeme for argument #2 Due  Cover Sheet Review |
| July 21: Day Twelve  Titles, Introduction, and Conclusions- Engage Your Audience | ???  Samples of fantastic Intros | Introduction for Argument #2  Collaborative Work |
| July 23: Day Thirteen  Seeing through another’s eyes  Pathos | ??? | Empathy Assignment |
| July 25: Day Fourteen  Collaborative Work Day | No Readings. You’re Welcome. | No Class  Collaborative Group Meeting |
| July 28: Day Fifteen  Introduce Argument #3  The Delayed Thesis, and the slow wind-up: Persuading the unpersuadable.  What’s the Big Idea? (Solutions)  Analysis of the Blog  Workshop Day, Argument #2 | Malcolm Gladwell Article  Elder Oaks Article  http://www.newyorker.com/arts/critics/atlarge/2013/09/09/130909crat\_atlarge\_gladwell?currentPage=all  <https://www.lds.org/general-conference/2013/10/no-other-gods?lang=eng> | Peer Review Due  In Class Workshopping, Argument #2  Topic Generation Argument #3  Discussion |
| July 30: Day Sixteen  Enthymeme Day for Argument #3  Writing For the Web/The art of the Digital  We can change the world!  Big Idea Discussion | \*\*\*Examples of Persuasive Blogs  look at the [TED archive](http://www.ted.com/), the list of [MacArthur Fellows](http://www.macfound.org/fellows/), the list of [Ashoka Fellows](http://www.ashoka.org/fellows),  Browse Websites:  [Yellowberries](http://www.yellowberrycompany.com/MEDIA.html), Toms, [The Long Now](http://longnow.org/about/), [Global Voices](http://globalvoicesonline.org/about/), [Harlem’s Children’s Zone](http://www.hcz.org), [Landfill Harmonic](http://www.landfillharmonicmovie.com) | Argument #2 Due  Topic Generation:  Discuss our Big Idea research |
| August First: Day Seventeen  Turning a persuasive written document into a persuasive oral presentation | “[PowerPoint Is Evil](http://www.wired.com/wired/archive/11.09/ppt2_pr.html),” by Edward Tufte, and “[In Defense of PowerPoint](http://www.jnd.org/dn.mss/in_defense_of_p.html),” by Donald Norman | Assignment Analysis and Proposal letter for Big Idea Presentation Due  In Class Work- |
| August Fourth: Day Eighteen  Style as Ethos  Wordiness and Usage  Everyday Creativity | Analyze Fundraising Letters | Enthymeme for Argument #3 (does this still apply?)  Reframe your Argument |
| August Sixth: Day Nineteen  Revisions: Power of the Word | Peter Elbow, *Writing with Power*(This entire book is available online through the Harold B. Library website: <http://site.ebrary.com.erl.lib.byu.edu/lib/byuprovo/docDetail.action?docID=10085437> )  The chapter on style | In Class Work Day |
| August Eighth: Day Twenty  Workshop Day/Peer Review | Peer Proposals (argument #3) | Workshop and Peer Review Proposals: Argument #3 Rough Draft |
| August Eleventh: Day Twenty-One  Final Day, Wrap-Up  The Gospel and Public Discourse | "The Mormon Ethic of Civility," <http://newsroom.lds.org/article/the-mormon-ethic-of-civility>  Dallin H. Oaks, "Truth and Tolerance," <http://newsroom.lds.org/article/-truth-and-tolerance-elder-dallin-h-oaks> | Argument #3 Final Draft/Proposals Due |
| August : The Final |  | Big Idea Presentations |