|  |  |  |
| --- | --- | --- |
| Date: Class Topic | Reading Due | Assignment/In Class Work |
| June 23: Day One, Introduction to 312,Why persuasion mattersReader Friendly Writing | Course Guide | Course Guide Quiz |
| June 25: Day TwoReader-Friendly Writing, The Power of Language | Thayer’s Literate FamilyChabon’s Amateur Family | Reader-Friendly ExerciseBring two copies of one old piece of writing.  |
| June 27: Day ThreeArgument 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 EssaysTopic Generation: Six Paragraph Essays (<http://intelligencesquaredus.org/debates/past-debates>, <https://beyoungandshutup.com/category/politics/>, <http://www.newyorker.com>) |
| June 30: Day FourEthos, Pathos, LogosThe 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 FiveThe EnthymemeCharlotte’s Web, Harry Potter, and Benjamin FranklinNo 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 SixVote on Topic for 1st argumentAnalysis Versus SummaryClaims, Reasons, Assumptions |  | Issue Analysis Assignment: In-Class Rhetorical Analysis in Groups (Use Issues Analysis Criteria)Group Cover Sheet/Enthymeme Practice |
| July 9: Day SevenLibrary Lecture,Research; STAR, Credible Sources,  | Peer Persuasive EssaysOne hour on Pro topicOne Hour on Con Topic | Complete on-line library tutorial and quiz *before* class. Completed Cover Sheet argument #1 |
| July 11: Day EightEnthymeme Day; Finding the Enthymeme in Published Writing,Persuasion in the “Real World” |  | In-class Enthymeme Presentations, (groups) |
| July 14: Day NineIntroduce 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 TenWorkshop DayPolitical CorrectnessCollaborative Work | Read Peer Argument Papers | Peer Review DueIn Class Workshopping, Argument #1Remember Murphy Brown?Group Roles |
| July 18: Day ElevenEngaging SourcesOrganizing an Argument | Six Sources for Argument #2 | Argument #1 DueEnthymeme for argument #2 DueCover Sheet Review |
| July 21: Day TwelveTitles, Introduction, and Conclusions- Engage Your Audience | ???Samples of fantastic Intros | Introduction for Argument #2Collaborative Work |
| July 23: Day ThirteenSeeing through another’s eyesPathos | ??? | Empathy Assignment |
| July 25: Day FourteenCollaborative Work Day | No Readings. You’re Welcome.  | No ClassCollaborative Group Meeting |
| July 28: Day FifteenIntroduce Argument #3The Delayed Thesis, and the slow wind-up: Persuading the unpersuadable. What’s the Big Idea? (Solutions)Analysis of the BlogWorkshop Day, Argument #2 | Malcolm Gladwell ArticleElder Oaks Articlehttp://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 DueIn Class Workshopping, Argument #2Topic Generation Argument #3Discussion |
| July 30: Day SixteenEnthymeme Day for Argument #3Writing For the Web/The art of the DigitalWe can change the world!Big Idea Discussion | \*\*\*Examples of Persuasive Blogslook 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 DueTopic Generation:Discuss our Big Idea research  |
| August First: Day SeventeenTurning 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 DueIn Class Work- |
| August Fourth: Day EighteenStyle as EthosWordiness and UsageEveryday Creativity | Analyze Fundraising Letters | Enthymeme for Argument #3 (does this still apply?)Reframe your Argument |
| August Sixth: Day NineteenRevisions: 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 TwentyWorkshop Day/Peer Review | Peer Proposals (argument #3) | Workshop and Peer Review Proposals: Argument #3 Rough Draft |
| August Eleventh: Day Twenty-OneFinal Day, Wrap-UpThe 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 |