



SYLLABUS

1. Information about the study programme

1.1 Institution	“Alexandru Ioan Cuza” University, Iași
1.2 Faculty	Faculty of Philosophy, Social and Political Sciences
1.3 Department	Philosophy
1.4 Domain of study	Philosophy
1.5 Academic level	Undergraduate
1.6 Programme of study	Philosophy

2. Information about the course

2.1 Name of the course	RHETORIC						
2.2 Course teacher	Prof.dr. Constantin Sălăvăștru						
2.3 Seminar teacher	Lect.dr. Ioana Grancea						
2.4 Year of study	II	2.5 Semester	II	2.6 Type of evaluation	Written exam and oral presentations	2.7 Status of the discipline	Compulsory

3. Allocated time (number of hours per semester and teaching activities)

3.1 Number of hours per week	4	3.2 number of course hours/week	2	3.3. number of seminar hours/week	2
3.4 Number of hours per semester	56	3.5. Number of course hours per semester/semester	28	3.6. Number of seminar hours/semester	28
Activities					
Study of the assigned bibliography					36
Documentation from electronic platforms and field study					14
Preparation for the seminar					24
Training					12
Examination					8
3.7 Number of hours dedicated to individual study					94
3.8 Number of hours per semester					56
3.9 Number of credits					6

4. Conditions for enrolling the course (Prerequisites)

4.1 Curriculum conditions	Logic
4.2 Competence conditions	

5. Conditions

5.1 For the unfolding of the course	
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5.2 For the unfolding of the seminar	
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6. Competencies and abilities

Professional competencies:

C1 : Mastery of the language, methodology and specific knowledge in rhetorical theory

C1.1 : The ability to define the concepts that are central to this field

C1.2 : The ability to explain in conceptual terms various communication situations that belong to different rhetorical genres

Transversal competencies:

CT1 : The ability to find realistic solutions to challenging situations in argumentative practice

CT2 : The mastery of efficiency-techniques in public speaking and the ability to reflect critically on the relation between rhetorical theory and oratorical practice

7. The objectives of this course

7.1. General objective	Providing students with an adequate conceptual system that would help them understand the argumentative strategies and stylistic devices used in public discourses and public debates
7.2. Specific objectives	<p>After completing this course, students should be able to :</p> <ul style="list-style-type: none"> ▪ Describe elementary forms of argumentations and the rules for their correct use ▪ Use stylistic resources to make a discourse more appealing to a given audience ▪ Adapt the argumentative strategy and the persuasive techniques to the context of the discourse ▪ Explain the architecture of specific discourses ▪ Analyze each important piece in the argumentative structure of a discourse and explain how it contributes to the achievement of the goals of the speaker

8. Content

8.1	Course	Teaching methods	Observations
1.	Ancient approaches to rhetoric	Lecture ; Debate ;	2
2.	The identity of rhetoric as an art	Lecture; Heuristic dialogue;	2
3.	What is the use of rhetoric as an art?	Lecture ; Explanations ;	2



4.	Arguments: definition and typology	Lecture ; Text analysis ;	2
5.	Criteria for argument selection	Lecture; Practical exercises;	2
6.	Rhetorical genres and the choice of arguments	Lecture; Invitation to critical reflection	2
7.	The order of the ideas in a discourse	Lecture; Heuristic conversation;	2
8.	The construction of a discourse	Lecture; Applications;	2
9.	Matters of style in rhetoric	Explanations; Practical exercises	2
10.	Figurative language	Lecture; Examples of figures of speech	2
11.	Applications : the analysis of figurative language in a discourse	Debate ;	2
12.	The rhetoric of body language	Lecture; Examples;	2
13.	Categories of gesture	Lecture; Case study;	2
14.	Contemporary challenges in the study and practice of rhetoric	Debate;	2

Bibliography**Main references:**

1. Aristotel, *Retorica*, Editura Iri, București, 2004;
2. Aristotel, *Topica; Respingerile sofistice*, în: *Organon*, II, Editura Iri, Buc., 1998;
3. Cicero, *Despre orator*, în: *Opere alese*, II, Editura Univers, București, 1973;
4. Quintilian, *Arta oratorică*, I,II,III, Editura Minerva, București, 1974;
5. Jacques Dubois..., *Retorică generală*, Editura Univers, București, 1974;
6. Constantin Sălăvăștru, *Raționalitate și discurs*, EDP, București, 1996;
7. Constantin Sălăvăștru, *Teoria și practica argumentării*, Editura Polirom, Iași, 2003;
8. Constantin Sălăvăștru, *Mic tratat de oratorie*, Editura Universității „Al.I.Cuza”, Iași, 2006;2010;
9. Silvia Săvulescu, *Retorică și teoria argumentării*, Editura SNSPA, Buc., 2001.

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8.2	Seminar	Teaching methods	Allocated hours
1.	Rhetorical genres and the choice of arguments	Explanation and heuristical dialogue	2
2.	Adapting the discourse to the public	Practical exercise	2



3.	Details that make an argument acceptable to an audience	Practical exercise	2
4.	The relationship between the thesis and the contentions that support it. The persuasive force of a discursive sequence. Types of arguments (I)	Case Study	
5.	The relationship between the thesis and the contentions that support it. The persuasive force of a discursive sequence. Types of arguments (II)	Case Study	
6.	The relationship between the thesis and the contentions that support it. The persuasive force of a discursive sequence. Types of arguments (III)	Case Study	
7.	Critical reflection: what happens when rhetorical excellence is put in the service of war propaganda?	Debate	
8.	Analyzing the style of a discourse. Expressive resources of language. (I)	Case Study	
9.	Analyzing the style of a discourse. Expressive resources of language. (II)	Case Study	
10.	Analyzing the style of a discourse. Expressive resources of language. (III)	Case Study	
11.	Famous discourses that have played an important part in the fight for minority rights: Martin Luther King and Susan Anthony	Debate	
12.	Ethos,pathos and logos. Uncovering the underpinnings of a persuasive discourse (I)	Case Study	
13.	Ethos,pathos and logos. Uncovering the underpinnings of a persuasive discourse (II)	Case Study	
14.	Evaluation and conclusions	Written exam, conclusions, feedback	

Bibliography

The main references are the same as those mentioned for the course.

9. How the content of this subject of study related to the expectations of the community, professional associations and main employers in the domain of public communication

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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade(%)
10.4 Course	<ul style="list-style-type: none"> ▪ Level of understanding and mastery of rhetorical issues that are worth discussing in a given 	Written exam	50%



	<ul style="list-style-type: none">▪ case;▪ Level of understanding the categories of this discipline▪ Ability to apply the rhetorical knowledge in practice		
10.5 Seminar/ Laboratory	<ul style="list-style-type: none">▪ Capacity to identify and explain, in concrete exercises and case studies, the theoretical notions discussed in the course▪ Relevant and substantial participation to the seminar discussions	Practical exercises including production and analysis of discourses, following the criteria for rhetorical performance explained in the course	50%
10.6 Minimal standards required			
The grade 5, resulting from the arithmetic mean between the grade obtained in the course exam and the grade obtained in the seminar.			

Date of completion,

Course coordinator,
Prof.dr.Constantin SălăvăștruSeminar teacher,
Lect.dr. Ioana GranceaApproved by the
Department,Department Manager,
Prof.dr. Petru Bejan