

Subject	RHETORICAL AND POLITICAL ARGUMENTATION		
Type	Semester	ECTS	Code
ELECTIVE (E)	II	4	
Course Lecturer			
Course Assistant			
Course Tutor			
Aims and Objectives	<p>The purpose of the course "Rhetorical and political argumentation" is to provide students with a deep understanding and diverse knowledge about the use of rhetoric and argumentation in the context of political debate. It aims to study the fundamental elements of argumentation, as well as specific subgroups of argumentative study within the fields of communication and rhetoric. Political argumentation is an example of a logical argument applied in politics. Political arguments are used by academics, journalists, media analysts/commentators, candidates for various political offices, government officials, and others. Political argumentation is also employed by many citizens in everyday interactions to comment on and understand political events. In this course, we will discuss the factors that make an argument, rhetoric, and political debate successful. We will also focus on developing skills in argumentation and critical judgment in decision-making and debates.</p> <p>The course covers everything related to constructing a fluent and persuasive political language, always taking into consideration specific moments and contexts. Therefore, a well-presented rhetoric and persuasive argumentation must necessarily include the logical aspect, relevance, historical context, message, criticism, cynicism, arrangement of arguments, and even serious representation, among other elements. Thus, these are also the objectives of this course.</p>		
Learning Outcomes	<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Be aware of the argumentative process and methodology in different contexts (visual, narrative and formal). • Understand the debate process, including research, preparation and evaluation of debates. • Communicate how value assumptions and policy issues are integrated within argumentative communication. • Demonstrate greater understanding and awareness of salient socio-political issues through reasoned and reasoned discussions. • To understand the importance of ethics in the use of rhetoric and argument in politics and the influence of ethical behavior on the credibility of an argument. • The equipment with necessary knowledge and skills in the field of rhetoric and argumentation for the performance of journalistic, representative and other public tasks. 		
Course Content	<p>Course Plan</p> <p>Notice with the syllabus, Introduction to the subject; Semester assignments and commitments, etc. What is rhetoric?</p> <p>Classical rhetoric, rhetoric as a science of expression, rhetoric as the art of speech, its evolution in modern politics</p> <p>Forms of expression and speaker tactics. Stylistic figures of speech</p> <p>Political rhetoric and the structure of political argumentation</p> <p>Constructing and delivering an argument</p> <p>Analysis of Political Arguments</p> <p>The first exam</p> <p>Dialectic, debate and democracy</p> <p>The role of argumentation and debate</p> <p>The role of debate in the professional, political and interpersonal context</p> <p>Public policy and mass media</p>	<p>Week</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p>	

	Rhetoric, Argumentation, Propaganda, and Populism in Political Communication	12		
	Falsifications and other errors in political argumentation	13		
	Revision of the subject, presentations of works by students and advice for the second exam	14		
	The second exam	15		
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)		
	1. Interactive Lecture	50%		
	2. Seminar Paper (Research Paper)	30%		
	3. Case Studies	20%		
Assessment Methods	Assessment Activity	Number	Week	Weight (%)
	1. First Exam	1	7	30%
	2. Second Exam	1	15	30%
	3. Seminar Paper	1	14	20%
	4. Attendance in Lectures	15	1-15	10%
	5. Participation in Lectures	15	1-15	10%
Resources and Implementation Tools	Resources	Number		
	1. Class (e.g)	1		
	2. Laboratory (e.g)	n/a		
	3. Moodle	1		
	4. Software MATLAB/SPSS/SIMULINK	n/a		
	5. Projector	1		
ECTS Workload	Activity	Weekly hrs	Total workload	
	1. Lecture	2	30	
	2. Exercises	1	15	
	3. Consultations	0.5	5	
	4. Research paper	n.a	13	
	5. Independent study	2-3	35	
	6. Exams	1	2	
Literature/References	Basic literature:			
	<ul style="list-style-type: none"> • Brian McNair, An Introduction to Political Communication, UET Press, 2009. • Anthony Weston, A Rulebook for Arguments, Fifth Edition, Indianapolis/Cambridge, 2017. • Joan Mulholland: Handbook of Persuasive Tactics. London, New York, 2005. • Heinrichs, J, Thank You For Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion. New York: Three Rivers Press, 2013 			
Literature/References	Additional literature:			
	<ul style="list-style-type: none"> • Deborah Tannen, Heidi E. Hamilton, and Deborah Schiffrin, The Handbook of Discourse Analysis, Second Edition, Blackwell Publishers, Malden, 2015. • Kennedy, George A. Aristotle, On Rhetoric. Oxford: Oxford University Press, 1991. • Met Dervishi, Përbindëshat e retorikës, ADA, Tiranë, 2016. • Artan Fuga, Komunikimi në shoqërinë masive, Papyrus, Tiranë, 2014. • Gunderson, Erik. The Cambridge Companion to Ancient Rhetoric. Cambridge, UK: Cambridge Univ. Press, 2009. • Richard E. Edwards, Competitive Debate : The Official Guide, Alpha Books , New York, 2008 • Heywood Andrew, 'Politika' Prishtinë, 2008 			
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