

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	英文修辭與寫作(二)	Serial No. / ID	2627 / ELF2027
Dept.	英美語文學系	School System / Class	大學日間部2年1班
Lecturer	曹秀蓉	Full or Part-time	專任
Required / Credit	Required / 2	Graduate Class	No
Time / Place	(一)34 / J214	Language	English

### Introduction

This is the second part of a two semester course. This semester will focus more on general rhetorical writings and texts. We will read a number of articles and analyze their techniques. Students will also have to create their own texts and present them in different manners. The topic of this course is the effective use of language. The basic purpose is to enhance the students' rhetorical sophistication and writing skills, particularly concerning argumentative writing, and to teach an understanding of practical reasoning and rhetorical situations: audience, incident, issue, and cultural context. The goal is to prepare the student not only for success in academic writing, but an understanding of how communication projects the intentions of individuals and groups. This goal is achieved by instruction in rhetorical principles and devices and practice in rhetorical analysis of various kinds of documents. For example, one of the course objectives is to teach students how to read, write, analyze, and present a speech. The course will usually include a speech project, such as, a speech competition or presentation.

### Outline

Introduction, Syllabus  
 Figurative language I : Intro and animals (Script II: p. 1-3, 21-23)  
 Figurative language II: The heart of the matter (Scr. II: p. 4-6)  
 Figurative language III: Colors and common similes (Scr. II: p. 11-14)  
 Obama speech (Scr. II: p. 33-27, video)  
 English song writing (handout)  
 English song presentation (video recording)  
 Mid Term Exam  
 Advertising English I (Scr. II: p. 15-17, 18-20)  
 Advertising English II (Scr. I: p.89-102 Scr. II: p. 38-43)  
 Product manual / project  
 Action Writing I (Scr. I: p. 90-95)  
 Action Writing II (Scr. I: p. 90-95)  
 Computer class – Pages on rhetoric  
 Adverbs (Scr. II: p. 44-45)  
 Fables (Scr. II: p. 9-10)  
 Speech competition  
 Final Exam

Prerequisite

Intermediate English skills.