

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	語藝公關	Serial No. / ID	0969 / IRM3113
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年2班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)34 / B304 (四)2 / B304	Language	Chinese

Introduction
Intruding rhetoric and rhetoric criticism, This course encourage student considering the communication of organizations and stakeholder from the perspectives of rhetoric. This course can promote students ' communication skill, the ability of problem solving, and the ethic cognitions.

Outline
<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Classic rhetoric               <ol style="list-style-type: none"> <li>2.1. Plato</li> <li>2.2. Aristotle</li> </ol> </li> <li>3. Contemporary rhetoric               <ol style="list-style-type: none"> <li>3.1. I. A. Richards</li> <li>3.2. Richard M. Weaver</li> <li>3.3. Stephen Toulmin</li> <li>3.4. Chaim Perelman</li> <li>3.5. Michael Foucault</li> </ol> </li> <li>4. Criticism               <ol style="list-style-type: none"> <li>4.1. Speech criticism</li> <li>4.2. Typology criticism</li> <li>4.3. Metaphor criticism</li> <li>4.4. Fantastic criticism</li> <li>4.5. narrative criticism</li> </ol> </li> </ol>

Prerequisite
none