



Hankuk University of Foreign Studies
2026 Winter Session
ENG 220 Argumentation and Persuasion
Course Outline

Course Code: ENG 220

Instructor: Seungmin Yun

Home Institution: Syracuse University

Office Hours: By Appointment

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Credits: 4

Class Hours:

This course will have 60 class hours, including 32 lecture hours, 16 office hours and individual conference sessions, 4-hour review sessions, 8-hour extra classes.

Course Description and Objectives:

This course aims to prepare students to write argumentatively and persuasively. The goal is to develop skills in writing, reading, critical thinking, and oral expression. To achieve this, students will have opportunities to research chosen topics with the aim to inform an audience about a subject through written assignments as part of the process of persuasion. Accordingly, the course includes lectures on theories and techniques to effectively persuade an audience. Students will evaluate information about their topic and select appropriate theories and techniques to write a persuasive paper and deliver a persuasive speech. Using research training and methodologies, students learn to select and analyze information to build effective persuasive arguments. In tandem, the course situates students to demonstrate the ability to read carefully and express ideas effectively. Ultimately, the course seeks to assist students in developing an argumentative writing and presentation practice based in research and shaped through the original expression of ideas.

Learning Objectives: Upon successful completion of this course, students will be able to:

- Identify and analyze the core components of an argument (claims, reasons, evidence, warrants, counterarguments, rebuttal).



- Distinguish between different types of reasoning (deductive, inductive) and their applications.
- Recognize and critically evaluate common logical fallacies.
- Understand and apply classical rhetorical appeals (ethos, pathos, logos) in persuasive communication.
- Develop well-supported and logically sound arguments for various audiences and purposes.
- Construct persuasive messages using appropriate rhetorical strategies.
- Engage in constructive and respectful debate and discussion.
- Analyze and critique persuasive texts and speeches from diverse sources.

Required Texts: Materials will be provided electronically at various points during the course.

Grading & Evaluation:

Assignment 1 – Research Proposal (15)

An outline of your proposed research, including your argument, sources, intended audience, and outcome (2-3 pages)

Assignment 2 – Audience Analysis (10)

A description of your intended audience and how you intend to persuade them (1-2 pages)

Assignment 3 – Annotated Bibliography (15)

A list of at least 10 key sources that you will use for your argumentative paper, each accompanied by a brief description.

Assignment 4 – Speech Draft (10)

A draft in the style your speech will be delivered. This will be based on your argumentative paper. Can be a draft script or bullet-point outline; should reflect tone, structure, and rhetorical strategies.

Assignment 5 – Final Paper: 12-15 pages (25)

Your argumentative research paper complete with sources.

Assignment 6 – Presentation (15)

A persuasive speech based on your final paper (5 minutes)

Attendance and Participation (10)

Grading System (1 ~ 100)

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75



D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail

Course Schedule:

Week 1: Foundation of Argumentation

1. Purpose of Argument
 2. Toulmin Model
 3. Logos, Ethos, Pathos
 4. Deductive vs Inductive Reasoning
 5. Opinion vs Argument
 6. Elements of Persuasive Writing
- Intro to major assignments
 - Toulmin analysis practice
 - Choosing research topics and peer brainstorming
 - Assignment 1 due

Week 2: Deconstructing Arguments and Recognizing Fallacies

1. [Making a Research Plan](#) by The Writing Center at Southeast (2018)
 2. [How to Write a Persuasive Speech or Presentation](#) by Alexander Lyon (2017)
 3. Logical Fallacies
 4. “[Audience Analysis](#)” by The Dietrich School of Arts & Sciences (nd)
 5. Evaluating Sources & Bias
 6. Counterarguments & Rebuttals
 7. “[How to Prepare an Annotated Bibliography](#)” by Cornell University Library (2024)
- Writing Workshop 1
 - Assignments 2 and 3 due

Week 3: Skills, Confidence, and Effective Argumentation

1. [How to Speak Confidently in Public](#) by Dominic Colenso (2024)
2. Argument Structure for Essays vs Speeches
3. Audience Adaptation: Tone, Voice, and Diction
4. [The 7 Building Blocks of Effective Arguments](#) by Chris Gatt (2015)
5. “The Implementation of Discovery Learning Models in Enhancing Speech Script Writing Skills for Students” by Eri Sarimanah, et al in *Lingua Cultura* 13. 2 (2019), pp. 145–150



6. “Writing Persuasive Texts: Using Grammatical Metaphors for Rhetorical Purposes in an Educational Context” by Vinh To, et al in *Australian Journal of Linguistics* 40. 2 (2020), pp. 139–159
- Writing Workshop 2
- Assignment 4 due

Week 4: Integration and Delivery

1. Source Integration & Citation
2. Transitions and Flow
3. Revising for Clarity & Logic
4. [Writing a Research Paper from Start to Finish: Step-by-Step Guide](#) by PublishedMD (2023)
5. “Benefits of Careful Editing” by Gilbert Chin in *Science (American Association for the Advancement of Science)* 289.5484 (2000), p. 1433
6. “Conducting a Peer Review: Novice or Expert” by Debra Brandon and Jacqueline M. McGrath in *Advances in Neonatal Care* 15.6 (2015), pp. 365-366
- Peer review & Individual Conferences
- Class wrap-up
- Assignments 5 and 6 due