



MMBA8077

Rhetoric and Persuasion in Management

MGSM term 4, Special circumstance 2020

Department of Management

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Randal Tame

randal.tame@mq.edu.au

Credit points

10

Prerequisites

Admission to MBA or GradCertMgtPostMBA or GradDipMgt

Corequisites

Co-badged status

Unit description

The ability to communicate persuasively is a key skill of leadership. This unit offers a practical introduction to persuasion theory and persuasive communication and aims to develop in students an applied understanding of the psychology of persuasion and the art of rhetoric. The approach is theory and practice. We will explore both classical and contemporary ideas of persuasion with an emphasis on recent social psychological theory and research. Students will also practice critical skills in analysing, organising, information gathering, goal setting, evaluating and public speaking. The unit is more audience-centric than the speaker-centric units that focus primarily on the speaker's delivery skills. The focus in this unit is on the co-active preparation and delivery of persuasive messages, on the quality of the argument and the engagement of the audience, rather than on the theatrics of the speaker's delivery.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Employ deliberate persuasive strategies and rhetoric to encourage others to change their attitudes toward objective things in the world.

ULO2: Analyse and apply rational concepts and methods in a creative process to propose a path out of a current predicament or a solution to a current problem.

ULO3: Learn from and engage with audiences of diverse cultural, social and political

attitudes and identities to persuade them to come together using a variety of communication techniques.

ULO4: Critique a variety of speakers and ways of communicating to deliver persuasive messages.

General Assessment Information

Late Assessment Policy: (Written Assessments)

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time

Late Assessment Policy: (Presentations)

Students who are absent for the oral presentation will score **zero** for this assessment task.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Presenting a Persuasive Argument	20%	No	Session 5
Peer Evaluations	20%	No	Session 5 and Session 10
Rhetorical Analysis	40%	No	11pm - 15th November 2020
Persuasive Presentation	20%	No	Session 9 and Session 10

Presenting a Persuasive Argument

Assessment Type ¹: Presentation

Indicative Time on Task ²: 10 hours

Due: **Session 5**

Weighting: **20%**

What do you feel strongly about? In preparation for the unit, think about a topic that you would feel comfortable arguing for during the unit. Then, early in the session, students will make a relatively informal 5 minute presentation to a small group.

On successful completion you will be able to:

- Employ deliberate persuasive strategies and rhetoric to encourage others to change their attitudes toward objective things in the world.
- Analyse and apply rational concepts and methods in a creative process to propose a path out of a current predicament or a solution to a current problem.

Peer Evaluations

Assessment Type ¹: Qualitative analysis task

Indicative Time on Task ²: 10 hours

Due: **Session 5 and Session 10**

Weighting: **20%**

Each student will be actively involved in critically evaluating their peer's capabilities in preparing and presenting persuasive arguments. They will use critical listening and observation skills. Note that critical listening, in this context, means using careful, systematic thinking and reasoning to see whether a message makes sense in light of factual evidence. Evaluations will be done using provided templates.

On successful completion you will be able to:

- Learn from and engage with audiences of diverse cultural, social and political attitudes and identities to persuade them to come together using a variety of communication techniques.
- Critique a variety of speakers and ways of communicating to deliver persuasive messages.

Rhetorical Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **11pm - 15th November 2020**

Weighting: **40%**

This essay requires reflection and analysis based on observation of one or more publicly delivered speeches utilising concepts covered in the unit. This assignment should be in academic essay form of up to 3,000 words.

On successful completion you will be able to:

- Critique a variety of speakers and ways of communicating to deliver persuasive messages.

Persuasive Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Session 9 and Session 10**

Weighting: **20%**

Each student is to participate in one team presentation of a maximum 20 minutes (plus 5 minutes of questions). Teams will consist of no more than 5 students. Each student is expected to contribute equally to the presentation. The Team presentation represents 20% of total assessment. Even though the presentation will take place in a team environment, each student will be marked as an individual. However, it is important to note that the marking criterion will reference evidence of teamwork, collaboration and cooperation.

On successful completion you will be able to:

- Employ deliberate persuasive strategies and rhetoric to encourage others to change their attitudes toward objective things in the world.
- Analyse and apply rational concepts and methods in a creative process to propose a path out of a current predicament or a solution to a current problem.
- Learn from and engage with audiences of diverse cultural, social and political attitudes and identities to persuade them to come together using a variety of communication techniques.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required Textbook	Heinrichs, J., (2017). Thank you for arguing: What Aristotle, Lincoln, and Homer Simpson can teach us about the art of persuasion. Three Rivers Press (CA). ISBN: 9780804189934
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.

Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

(The proposed program might be subject to some minor changes as the term progresses)

Session	Topics and Activities
1	Topic: Introduction to persuasion and rhetoric; The 5 canons of rhetoric
2	Topic: Audience psychology - the psychology of persuasion
3	Topic: Logos: Developing a persuasive argument
4	Topic: Logos: Reasoning and logical fallacies Activity: Debate (topic to be assigned)
5	Topic: Persuasive tactics: Identity & Framing Activity: Debate (topic to be assigned) Assignment 1: Individual presentations
6	Topic: Pathos Activity: Rhetorical analysis exercises
7	Topic: Ethos: Credibility and Ethics
8	Topic: Eloquence: Debate and delivery exercises
9	Assignment 2: Team presentations
10	Assignment 2: Team presentations (continued)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.