THE AMERICAN BUSINESS SCHOOL PARIS
Since 1985

COURSE SYLLABUS

COURSE TITLE:	Analysis & Communications	**COURSE CODE:**	ENGL212
PREREQUISITES:	ENGL101	**SEMESTER:**	FALL 2020
INSTRUCTOR:	David HERZ	**CREDITS:**	3
EMAIL:	david.herz@gmail.com	**SCHEDULE:**	Tuesday 8h30-11h30

COURSE DESCRIPTION:

T. S. Eliot observed that criticism – the ability to articulate what passes in our minds – is as inevitable as breathing. However, today, the process of understanding what we think and what others think too on an issue is complex. The multiplicity of information sources e.g. user collaboration, user-generated content and social networking as well as more traditional forms of information, along with the sheer availability, abundance and immediacy of all this information, pose a serious challenge. Therefore, it is vital that we are able to articulate and frame our own position effectively while identifying the real issues within multiple and conflicting points of view.

COURSE OBJECTIVES:

The course objective is to introduce students to the key aspects of effective argumentation. They will learn to evaluate both the structure and style of arguments in a variety of texts (written, podcasts and videos). The course will explore different types of reasoning (inductive, deductive and analogical) as well as exploring the psychology of how our minds work in forming ideas and opinions on different issues (exploring Oliver Sacks's insights into the extremes a human will go to to remain 'normal').

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Reason their way through to a position by considering the evidence available
- Anticipate what objections are likely to be raised to a position or their point of view
- Know how to examine positions by probing their assumptions and consequences
- Be aware of the effect of emotions, feelings, prejudice and bias in a position and in their own thinking
- Revise their position in light of new and compelling information and evidence
- Express their position clearly and persuasively

MANDATORY TEXTBOOK:

Reading Packet, provided by the professor.

EVALUATIONS:

The final grade will be based on:

- Written assignment # 1 20%
- Written assignment # 2 20%
- Mid-term: group presentations/writing assignments 20%
- Final exam 30%
- Participation 10%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING CRITERIA:

Final Exam / Written Communication

Evaluation Components	Adequate Level 1 (C+/C)	Average Level 2 (B+/B/B-)	Good Level 3 (A/A-)
Knowledge Integration	Demonstrates a limited understanding of the application of the course material and concepts covered in the class	Demonstrate the author has mostly understood and is able to apply the concepts covered in the course. Some of the conclusions are not supported in the body of the paper. Some of the writing is unclear and incorrect	Demonstrates a complete understanding of the concepts learned in the course, and their application. Concepts are integrated with the author's own insights and have concluding remarks that clearly illustrates a complete synthesis of ideas
Topic Focus	The topic is not clearly defined or too broad for this assignment	The topic is focused but lacks direction. The author has not clearly argued a position	The topic is focused narrowly enough for the scope of this assignment

Depth of Discussion	The author has not covered all the relevant content, or citations from other sources outweigh the author's own writing	In depth discussion and elaboration in most sections of the paper	In depth discussion and elaboration in all sections of the paper
Cohesiveness	Paper does not flow and disjointedness is apparent. Sources are not woven together well and author does not demonstrate the relationship among material from different sources	For the most part ties together information from different sources. Paper flows with some disjointedness. Author demonstrates an understanding of the relationship among different sources of material	Ties together information from all sources. Paper flows easily from one point to the next. Demonstrates an understanding of the relationship of the material covered
Spelling & Grammar	Unacceptable spelling& grammar errors	Moderate but noticeable spelling & grammar errors	Minimal spelling & grammar errors
Plagiarism & Citations	Plagiarism report between 11-15% with limited citations	Plagiarism report between 6-10% with comprehensive citations	Plagiarism report less than 5% with comprehensive citations

All other assignments and evaluations are graded according to the Standard ABS Paris Grading Rubrics available on beecome.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 22 Sept	*Presentation of the Reading Packet*	Introduction: syllabus, ground rules and required reading. Basic background to the material and an overview of what will be achieved throughout the term.

Session 2 29 Sept	Martin Luther King: *I Had a Dream*	An introduction to ethos, pathos and logos
Session 3 6 Oct	*Barbara Ehrenreich -Living with a Wild God*	The power of examples: introduction to inductive reasoning
Session 4 13 Oct	Andrew Solomon: *Far From the Tree*	Introduction to deductive reasoning: nature versus nurture
Session 5 20 Oct	*James Baldwin – Down at the Cross*	Getting the big picture: overview, epistemology and methodology
Session 6 27 Oct	*Roland Barthes – La Chambre Claire translated by Richard Howard*	The power of images
Session 7 3 Nov	Mid-term	Group Presentations*:*
Session 8 10 Nov	*Kate Fillion: Lip Service*	Recognizing bias and prejudice
Session 9 17 Nov	*Oliver W. Sacks - The Man Who Mistook His Wife for a Hat*	Never judge a normal - Using the senses
Session 10 24 Nov	*Joy Harjo – Crazy Brave*	Learning from literature
1 Dec	*No class*	JOURNEE D'ENTREPRISE
Session 11 8 Dec	*Malcolm Gladwell: David and Goliath*	Analogical reasoning, metaphor and parables
Session 12 15 Dec	*Final*	*Exam*

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.

Last updated: 7-May-20