



ORIGINAL COURSE IMPLEMENTATION DATE: September 2000
 REVISED COURSE IMPLEMENTATION DATE: January 2027
 COURSE TO BE REVIEWED (six years after UEC approval): September 2032
 Course outline form version: 06/18/2021

OFFICIAL UNDERGRADUATE CROSS-LISTED OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: ENGL 385		Number of Credits: 3 Course credit policy (105)	
Course Full Title: Language as Persuasion: Communication Theory in Action Course Short Title: Language as Persuasion			
Faculty: Faculty of Humanities		Department (or program if no department): School of Communication	
Official Course Outline: This is a cross-listed course. Please refer to CMNS 385 for the official course outline.			
Calendar Description: Students analyze the ways language is persuasive in the world around them. Students use a variety of communications/rhetorical theories to examine the means of persuasion in diverse contemporary contexts such as advertising, social media, graffiti, and social movements. Note: This course is offered as CMNS 385 and ENGL 385. Students may take only one of these for credit.			
Prerequisites (or NONE):		60 university-level credits including one 200-level CMNS, ENGL, MACS, or PHIL course.	
Corequisites (if applicable, or NONE):		None.	
Pre/corequisites (if applicable, or NONE):		None.	
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: CMNS 385 Equivalent course(s): CMNS 385 <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>	
Department approval		Date of meeting:	April 10, 2026
Faculty Council approval		Date of meeting:	June 5, 2026
Undergraduate Education Committee (UEC) approval		Date of meeting:	September 3, 2026