

**Gonzaga University**  
**School of Professional Studies**  
**Department of Communication and**  
**Leadership Studies**  
**Summer Session 2010/ *Firenze***

*We ought...to think of discourse just as we think of the other arts, and not from opposite judgments about similar things, not show ourselves intolerant toward that power which, of all the faculties which belong to the nature of man, is the source of most of our blessings.*

--Isocrates, ***Antidosis***

**Course Title / COML 513.01**  
**Renaissance Rhetoric and Contemporary**  
**Leadership**

3 semester credits / Friday, May 14 – Friday, May 28, 2010, 14 nights total.

**Course Faculty /**  
**John Caputo, Ph.D.**

Professor of Communication and Leadership Studies, Walter Ong Scholar / Gonzaga University

**Michael Carey, Ph.D.**

Associate Professor of Organizational Leadership / Gonzaga University

Course Description/

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Communication and leadership are closely intertwined, whether in our current period of post-modernity or during the European Renaissance. Fifteenth century Italy and Florence in particular, saw a flowering of the arts and scholarship unmatched in history. This can be seen in the rhetoric of art and architecture, religious preaching, political writing and oratory, and in the humanistic philosophy that emerges from it. Whether the fiery oratory of the Dominican Friar Savonarola trying to reform the republic of Florence, the famous letters of St. Catherine of Siena trying to persuade the Pope to repair a schism in

the Church, Nicola Machiavelli's *The Prince as a primer on leadership*, or Dante's *Inferno* which looks at where bad people and bad behavior will lead, all provide an amazing repository of examples of the birth of humanism and its influence on persuasive discourse to lead social progress. This course examines this period through readings, discussions and on-site visits to historical settings in Florence and Siena, in order to formulate the critical questions necessary to bring these ideas to our contemporary world. Using the Italian Renaissance as the canvas we will study multiple examples of rhetoric, both written and visual.

## Course Objectives:

Given full participation in the course, the student will be able to:

- Explain the role of rhetoric in leadership;
- Recognize the multiple artifacts that operate as visual communication and persuasion in Florence, Rome and Siena
- Describe the influence of classical rhetoric in the lives of the leaders in renaissance Italy; and
- Explain the role rhetoric can play in effective leadership in contemporary America.

## Course Required Texts:

- Alighieri, D., *The Inferno*
- Machiavelli, N. *The Prince* (New York: Penguin Putnam 2003). ISBN: 0140449159
- Martens, L. (2003) *April's Blood: Florence and the Plot Against the Medici*, Oxford University Press.
- **Rick Steves' Italy 2008**
- *Empires (PBS DVD) – The Medici: Godfathers of the Renaissance (2004)*

**Recommended:** Vasari, *Lives of the Artists*; E.M. Forster, *Room With A View*; Irving Stone, *The Agony and the Ecstasy*

**For online Italian lessons might I suggest:**  
<http://www.bbc.co.uk/languages/italian/>

## Course Requirements:

The assessment of each student's work will be based upon the following:

- *Attendance and Participation* (one-half of total evaluation): at twelve sessions in Rome and on the Gonzaga campus in Florence, Italy; and at twelve field-excursions in Florence, Rome and Siena.

- *Journal* (one-quarter of total evaluation): daily journal entries that reflect on course content, activities, and discussions and extra-curricular activities in the context of leadership studies;
- *Five minute oral presentation on selected rhetorician and Florence*; and
- *Paper* (one-quarter of total evaluation): due no later than July 28th, a double-spaced, 10-12 page paper that integrates the student's learning in Florence integrating visual rhetoric or other rhetorical artifacts and applies it to the specific circumstances of his or her communication experience, using both material from the course and outside research. During the course, students will select one-piece of rhetoric for analysis that will be included in this paper.

**N.B.** Student's taking the course for doctoral credit will also read and discuss *The Book of the Courtier* by Baldassare Castiglione. Castiglione was highly influenced by the rhetorical writings of Cicero's *de Oratore*. *The Courtier* is essentially about Castiglione himself; in it the author delineates the characteristics of a perfect gentlemen and gives a guide to *ars elequentiae*. Write an individual, research-based paper on the rhetorical perspective of the Renaissance as explicated in the work and apply it to contemporary organizations or communities with which you are familiar.

## Typical Class Day:

- 9:00 – 10:15 a.m.    **Class session**
- 10:15- 10:45 a.m.    **Caffe discussion**
- 10:45- 12:30 p.m.    **Class session II.**
- 12:30 – 2: 30 p.m.    **Free time**
- 2:30-6:00 p.m.      **Afternoon excursions**