

**GONZAGA UNIVERSITY**  
**SCHOOL OF PROFESSIONAL STUDIES**  
**DEPARTMENT OF COMMUNICATION AND LEADERSHIP**  
**SUMMER SESSION 2007 / FIRENZE**

*We ought... to think of discourse just as we think of the other arts, and not form opposite judgments about similar things, nor 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.*

--**Antidosis**, Isocrates

**Course Title / COML 513.01**  
**Renaissance Rhetoric and Contemporary Leadership**  
3 semester credits / Sunday, May 20 – Sunday, June 3, 2007  
Course held in Rome and at Gonzaga's campus in Florence, Italy

**Course Faculty /**

**John Caputo, Ph.D.**

Professor of Communication / Gonzaga University

**Michael Lieberman Carey, Ph.D.**

Associate Professor of Organizational Leadership / Gonzaga University

**Course Description /**

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 religious preaching, political writing and oratory, and in the humanistic philosophy that emerges from it. Whether the fiery oratory of the Dominican Friar Savonarola, 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*, or Dante's *Inferno*, 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.

## Course Objectives /

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

- understand 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 leaders in Renaissance, Italy; and
- explain the role rhetoric can play in effective leadership in the contemporary America.

## Course Required Texts /

- Alighieri, D., *The Inferno*
- Machiavelli, N. *The Prince*
- Martens, L. (2003) *April Blood: Florence and the Plot Against the Medici*. Oxford University Press
- Empires (PBS DVD) - *The Medici: Godfathers of the Renaissance* (2004)

Hand-outs:

- Caputo, J. "The Classical Heritage of Rhetoric"
- Caputo, J. "Paidea and Gravitas, the Foundations of Classical Rhetoric in Greece and Rome"
- Hazel, H. "Savonarola: The Disputatious Preacher," *Journal of the Northwest Communication Association*.
- Hazel, H. "Power and Constraint in the Rhetoric of Catherine of Siena," *Journal of the Northwest Communication Association*.
- Hook, J. "St. Catherine of Siena."
- Rybacki, K. and Rybacki, D. (1991) *Communication Criticism*. Belmont, CA.: Wadsworth. Chapter One.
- Villegas, D. "Catherine of Siena's Challenge to Pope Gregory XI: Lessons for Today." *Human development*

## 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 extracurricular activities in the context of communication and leadership studies; and
- *Paper* (one-quarter of total evaluation): due no later than July 28th, a double-spaced, 12-15 page paper that integrates the student's learning in Florence and applies it to the specific circumstances of his or her organizational experience, using both material from the course and outside research.

## Course Schedule /

### Monday, May 1st—Friday, May 18th

Internet-based, pre-Florence Class Session on Blackboard

### Sunday, May 20th

#### ROME

Arrival, Rome; Check-in at hotel (*The Globus*)

8:00 p.m. Welcoming Dinner – *The Globus*.

### Monday, May 21st: Background to the Renaissance

#### ROME

SESSION ONE: Classical Rhetoric and Community

Afternoon excursion: Coliseum, Forum

### Tuesday, May 22nd: Background to the Renaissance

#### ROME

SESSION TWO: A New Call to Action

Afternoon excursion: Vatican Museums

### Wednesday, May 23rd: Travel Day

#### ROME -- FLORENCE

SESSION THREE: Contemporary Italy

Travel to Florence by Train; Check-in at hotel (*Hotel de la Pace*)

### Thursday, May 24th: Renaissance Rhetoric

#### FLORENCE

SESSION FOUR: Florence and Tuscany: Center for Renaissance Rhetoric

Afternoon excursion: *Santa Marie Novelle, Ponte Vecchio, Santa Croce*

### Friday, May 25th: Godfathers of Florence

#### FLORENCE

SESSION FIVE: The Medici

Afternoon excursion: *San Lorenzo/Cappelle Medicee, Medici Ricardi*

### Saturday, May 26th: Community Virtue and Vices, Part I

#### FLORENCE

SESSION SIX: Dante's *Inferno*

Afternoon excursion: *Santa Maria del Fiore* (Duomo) – Climb to the Dome optional – Giotto's Bell Tower (Campanile) and *Museo dell'Opera del Duomo*

### Sunday, May 27th: Free day to soak in the quiet pleasures of Florence or travel to *Cinque Terra, Venice, or Milan.*

## **Monday, May 28th: Community Virtues and Vices, Part II**

### **FLORENCE**

SESSION SEVEN: Catherine of Siena's letters

Afternoon excursion: *San Minato al Monte, Galeria dell'Accademia*

## **Tuesday, May 29th: Community Virtues and Values, Part III**

### **SIENA**

Travel by bus to Siena

SESSION EIGHT: Catherine of Siena

Lunch – Place TBA

Afternoon excursion: *Civic Museum, Sanctuary of Saint Catherine, San Domenico*

## **Wednesday, May 30th: Conflict of Values, Part I**

### **FLORENCE**

SESSION NINE: Scholasticism and Humanism

Afternoon excursion: *San Marco, Istituto e Museo di Storia della Scienza*

## **Thursday, May 31st: Conflict of Values, Part II**

### **FLORENCE**

SESSION TEN: Savonarola and Machiavelli

Afternoon excursion: *Palazzo Vecchio, Galeria degli Uffizi*

## **Friday, June 1st: Conflict of Values, Part III**

### **FLORENCE**

SESSION ELEVEN: The Ideal Rhetorician

Afternoon excursion: *Piazza Pitti and Boboli Gardens*

## **Saturday, June 2nd: A Call To Action**

### **FLORENCE**

SESSION TWELVE: Renaissance Rhetoric and Contemporary Leadership

8:00 p.m. Closing Dinner – Place TBA.

## **Sunday, June 3rd: Departure**

### **FLORENCE**

Check out of hotel by 10 a.m.

Typical Class Day:

**10:30 a.m. – Noon**

**Noon- 2:00 p.m.**

**2:00 – 5:00 p.m.**

**5:00 p.m. –**

**Classroom session**

**Free Time**

**Field Trip**

**Free Time**