

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies (COMS) 369 – L02

Rhetorical Communication

Fall 2016

Mon., Sept. 12 – Wed., Dec. 7, 2016 (excluding Oct. 10)

MW 15:30-16:45

- Instructor:** Dr. Tania S. Smith
- Office Location:** Social Sciences (SS) 302
- Office Phone:** 403-220-7774 (email is preferred)
- Email:** smit@ucalgary.ca OR tania.smith@ucalgary.ca
-- please put "369" in the subject line.
- Web Page:** D2L available through MyUofC portal
- Office Hours:** Mondays 13:00-14:00 and 17:00-18:00 (Drop in or appointments).
For appointments, please view current availability on calendar:
<http://ucalgary.ca/smit/about/appointment-calendar> and email the instructor to request an appointment.

Course Description

An introduction to the basic principles of rhetorical theory, criticism and practice. Students will learn rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, situation, genre, and ethics. Students will apply rhetorical theory to the criticism of samples of public communication and will practice their rhetorical skills through in-class activities and assigned writing and oral presentations. Prerequisite or Corequisite: COMS 201.

Objectives of the Course

- To understand the basic principles and terms of classical rhetorical theory
- To apply rhetorical theory to the criticism of a variety of public communication topics, media, and genres
- To apply rhetorical theory to the development of your own analytical, informative and persuasive writing and speech
- To enhance your writing skills and learn to cite and integrate sources.

Textbooks and Readings

Campbell, K. K., Huxman, S. S., & Burkholder, T. R. (2015). *The rhetorical act: Thinking, speaking and writing critically* (5th ed.). Stamford, CT: Cengage. [Est. \$155 paper. \$50 Ebook at Cengagebrain. FREE On 2hr reserve at UofC TFDL Library.]



Casson, L. E. (Ed.). (2011). *A writer's handbook: Developing writing skills for university students* (3rd Ed.). Peterborough, ON: Broadview. [Est. \$15 paper, \$10 PDF at Broadview]

Internet and electronic communication device information

During student presentations, all electronic devices must be put away or laid face-down, and laptop monitors must be closed. At all times, use technology silently and discreetly. No audio/video recordings are allowed without advance permission of the presenter(s) or instructor.

Assignments and Evaluation

Assignments are numbered 1a, 1b etc. to designate which ones are of the same “type” or are related to each other.

Weight	Course components	Due
20%	<p>1a. Analysis of an informative blog’s rhetorical situation and scope of content, 800w (10%)</p> <p>1b. Informative blog post(s) intended for publication on the blog, 800w, plus one image, ethically obtained and fully cited. (10%)</p>	<p>1a Sep 28</p> <p>1b Oct 19</p>
10%	2a. Informative Presentation , 7 min. in class, PPT must be posted on D2L Discussion before class begins on scheduled presentation day.	Scheduled
10%	2b. Persuasive Presentation , 7 min. in class. PPT must be posted on D2L Discussion before class begins on scheduled presentation day.	Scheduled
15%	2c, d. Memos: Peer reviews of 369 presentations, 300w each. First memo 5%, second memo 10% to allow for improvement as you develop peer review skills. Memos are submitted confidentially to instructor and presenter within 3 days after the presentation.	Scheduled
25%	<p>3a. Informative or Persuasive artifact for online delivery (15%)</p> <p>3b. Strategy Essay describing your design process & the final rhetorical strategies of your artifact, 800w (10%)</p> <p>Students may choose from a selection of public online artifacts to create, or propose one to the instructor. Length depends on format: If the chosen artifact is an oral presentation, the submitted script would be 1000 words, the equivalent of approx. 10 minutes long.</p> <p>No special technology is required: a video artifact need not be submitted in video format, but the submitted file(s) must contain all the planned content: words, proposed images (or a vivid description of its visuals) and structure. All words in the artifact must be submitted within a document, even if the target genre is audio, video, or images.</p> <p>A draft of the artifact with at least 50% of its final content is required by the deadline. The draft is not scored for its quality, but if it is late or incomplete, the final version will receive a grade penalty of up to 10%.</p>	<p>Draft, part a Nov. 9</p> <p>Final a & b Dec. 7</p>
20%	<p>4a, b, c, d. Four Quizzes (5% each) on D2L.</p> <p>Open-book, Discussion allowed, but answers must be your own.</p> <p>Quizzes will be scheduled to open on D2L at 11:59pm on the Monday 2 days before its due date. Prepare in advance: keep up with readings.</p>	<p>a. Sept 21,</p> <p>b. Oct. 12,</p> <p>c. Nov. 16,</p> <p>d. Nov. 30</p>

	<p>Questions may be on any assigned readings and lectures since the previous quiz. Quizzes take the place of a participation mark and exam.</p> <p>Each student's question set will be unique, randomly drawn from a question bank. Quiz format will be mixed: usually 10 questions total, including some multiple choice reading/lecture comprehension questions and some short answer questions. Plan for 1-2 hrs per quiz.</p>	
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Registrar-scheduled Final Examination: No

All assignments and exams weighted more than 5% must be completed in order to receive a passing grade in the course.

Submission of Assignments

All assignment files must be submitted online via D2L using the following file name format:

- 369-1a-Analysis-Surname-Firstname.docx
- 369-2b-Persuasive-Pres-Surname-Firstname.pptx
- 369-2c-Memo-to-CarolM-by-Surname-Firstname.docx
- 369-3a-Artifact-Surname-Firsntame-DRAFT.docx
- 369-3a-Artifact-Surname-Firsntame-FINAL.docx
- 369-3b-Process-Surname-Firstname.docx

Assignment Files must be submitted by 11:59PM (23:59) on the date specified.

Please include your name and ID number on all assignments, EXCEPT on materials shared with other students (i.e. peer reviews and presentations), which should have your name only, no ID number. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. For more information, see <http://www.ucalgary.ca/secretariat/privacy>

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g. A- to B+) for each calendar day late.

Grace period: For all written assignments (except quizzes), there is a 24-hour late submission grace period to accommodate any unforeseen circumstances or temporary illness (no late penalty, no student explanations needed). However, after the end of the 24-hour grace period, an assignment is considered TWO days late from the original deadline and will carry a late penalty.

Quiz deadlines: There is no grace period for online Quiz submission. Save your work frequently and submit early to avoid being locked out of the quiz area after the deadline.

Delayed or missed presentations or reviews: Students are responsible for signing up for presentation & peer review dates by the end of week 2, and the current schedule will be shown on our course's online calendar. Except in cases of documented valid excuses (such as illness), if you cannot be in class to present or review a presentation, if rescheduling occurs later than 6 calendar days before your scheduled date, your presentation or review may be penalized with the loss of a

grade (e.g. A- to B+) each time it must be rescheduled for a future date. Rescheduled presentations may or may not have peer reviewers.

Each student must review 2 presentations regardless of designated presenter rescheduling. Normally you will review person A or B scheduled to present on your review date, even if scheduled presenters change. During the final 2 weeks of class, if you are scheduled to review, be prepared to review someone else just in case your designated presenter(s) on those days becomes unavailable.

Student Accommodations

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html> and <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>

Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

Grading & Grade Scale of the Department of Communication, Media and Film

Final grades are reported as letter grades.

- All assignments except quizzes will be graded with a letter grade and its numeric Letter grade % equivalent for calculations (e.g. B+ = 82.5).
- Borderline letter grades (C-/C or A/A+) may also be awarded for assignments, in which case the equivalent for calculation will be the whole number at the border between the two letter grades (e.g. A-/B+ = 85)
- Quizzes will be given a percentage score (Dept. of CMF grade scale equivalent) and will be kept as an exact percentage for calculations. Each quiz is only worth 5%, so if you earn 3 out of 10 on the quiz, it will be calculated as 30% rather than 0%/F.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations**
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%
3.70		A -	85 - 89.99%	87.5%
3.30		B+	80 - 84.99%	82.5%
3.00	Good--clearly above average performance with knowledge of subject matter generally complete.	B	75 - 79.99%	77.5%
2.70		B-	70 - 74.99%	72.5%
2.30		C+	65 - 69.99%	67.5%
2.00	Satisfactory—basic understanding of the subject matter.	C	60 - 64.99%	62.5%
1.70		C-	55 - 59.99%	57.5%
1.30	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00		D	50 - 52.99%	51.5%
0.00	Fail – unsatisfactory performance or failure to meet course requirements.	F	0- 49.99%	0%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only

slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <https://ucalgary.ca/ssc/resources/writing-support/436> . If you have questions about how to document sources, please consult your instructor or the Writing Centre (3rd Floor TFDL, <http://www.ucalgary.ca/ssc/writing-support>).

Academic Misconduct

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Research Ethics

Whenever you perform research with human participants (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program 	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health

<ul style="list-style-type: none"> • Distress centre 24/7 CRISIS LINE • Online resources and tips 	<p>403-266-HELP (4357)</p> <p>http://ucalgary.ca/wellnesscentre/healthycampus</p> <p>If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.</p>
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Schedule of Lecture Topics and Readings

This is the plan. The official schedule will be online on a [Google Spreadsheet](#). Students will use the Google spreadsheet to sign up for presentation & peer review slots during the first 2 weeks.

Date	Lectures, readings, topics, RA = Rhetorical Act text; WH = Writer's Handbook	Deadlines / Activities
9/12/2016	Overview of the course, RA-1 Rhet perspective, Epilogue: What is Rhetoric	Get textbooks & read. Plan your schedule
9/14/2016	RA-2 Reading Rhetorical Acts; RA-14 Evaluation	How would you evaluate a sample?
9/19/2016	RA-3 Crafting Rhetoric; RA-8 Audience; Preparing for presentations	Preparing for quizzes, quiz tips
9/21/2016	RA-9 Subject & Purpose; RA-10 Rhetor. WH-1 Assignments. Finding a blog to analyze for assignment 1a.	DUE: 369-4a. Quiz, Sign up for 2 presentations, 2 peer reviews
9/26/2016	RA-13 Medium; RA-14 Occasion; WH-7 Documentation; APA citation of blog posts	Sample blog; Sample analysis assignment
9/28/2016	RA-4 Evidence; RA-5 Argument; APA for images and screenshots from blogs	DUE: 369-1a. Analysis of blog
10/3/2016	More from RA-4 Evidence; RA-5 Argument – Selecting and integrating quotations	
10/5/2016	RA-6 Organization; WH-2 Planning & Outlining. Headings and introductions. Quiz opens early, tonight, due to holiday	Mapping out a blog post's structure
10/10/2016	Thanksgiving day	no class, holiday.
10/12/2016	RA-12 Visual Rhetoric. Online visuals, website layout, infographics. Analysis of sample blog posts	DUE: 369-4b. Quiz
10/17/2016	RA-12 Visual Rhetoric. More discussion of samples	View & discuss sample
10/19/2016	RA-7 Language; WH-3 Paragraphs, unity and flow	DUE: 369-1b. Blog post
10/24/2016	RA-7 Language; WH-3 Paragraphs, transitions	Blog post paragraphing and style
10/26/2016	WH-4 Stylistic Decisions; Class analysis of blog posts	editing; discussion
10/31/2016	Instructor's further tips on effective sentence structures, clear style	editing; discussion

11/2/2016	Applying RA to online artifacts: Informative	DUE: 369-4c. Quiz
11/7/2016	Applying RA to online artifacts: Persuasive	View & discuss sample
11/9/2016	Bring the draft of your assignment to class for peer feedback activity.	DUE: 369-3a. Draft artifact
11/14/2016	WH-5 Essential Grammar; Instructor's samples	editing; discussion
11/16/2016	WH-6 Punctuation; Instructor's samples	editing; discussion
11/21/2016	WH-7 Business writing. Samples of public online business writing & speech	Online samples
11/23/2016	WH-9 Science writing. Samples of public online science writing & speech	error hunting & correcting; discussion
11/28/2016	WH-10 Confusable words; Other common word problems. Class review, what we learned. What did you learn? How did you learn?	Course evaluations
11/30/2016	Other common writing problems. Any final rescheduled presentations	DUE: 369-4d. Quiz
12/5/2016	Bring your almost-final artifact for 3a. Upcoming assignment Q&A. Any final rescheduled presentations	In-class Assignment draft workshop.
12/7/2016	Bring your strategy essay draft; Q&A, peer feedback	DUE: 369-3a, b. Final artifact & Strategy essay