

**University of Calgary**  
**Department of Communication, Media and Film**

**Communication Studies COMS 369 – L04**

Rhetorical Communication

**Winter 2015**

Mon., Jan. 12 – Wed., Apr 15 (excluding Feb. 21 & Apr. 4)

Sa 8:30-12:00

**Instructor:** Dr. A. Mary Murphy  
**Office:** SS307  
**Office Phone:** n/a  
**E-Mail:** [ammurphy@ucalgary.ca](mailto:ammurphy@ucalgary.ca)  
**Web Page:** D2L available through MyUofC portal  
**Office Hours:** Sa 12:00-13:00, by arrangement

### **Course Description**

This course is 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. Sections will apply rhetorical theory to the criticism of samples of public communication. Students will exercise their rhetorical skills through in-class activities and assigned writing and oral presentations.

### **Additional Information**

Instructions for the vocabulary assignment will be found posted as a module in D2L. Some textbook examples will be supplemented and/or replaced.

### **Objectives of the Course**

Students will develop an understanding of the basic principles and terms of classical and modern rhetorical theory. They will apply rhetorical theory to the criticism of a variety of public communication topics, media, and genres. The course will engage students in applying rhetorical theory to the development of their own writing and speech.

### **Textbooks and Readings**

Campbell, Karlyn Kohrs and Susan Schultz Huxman. *The Rhetorical Act: Thinking, Speaking, and Writing Critically*. 4<sup>th</sup> or 5<sup>th</sup> ed.

## **Internet and electronic communication device information**

Laptops are welcome in class for the purpose of note taking and on-the-spot research during discussions, and not for any other purpose. **Small personal devices have no place in the class.** Please be respectful of others and of the venue.

## **Assignments and Evaluation**

### **Chapter Report:** Throughout:

5%; a report (5+ mins) to the class and reflection on a pre-selected chapter of the course text

### **Informative Speech:** 7 or 14 February:

10%; 5-8 minute informative presentation

### **In-Class Assignment:** 28 February:

15%; the questions will be based on material covered to date, both discussions and readings

### **Research Assignment:** 21 March:

25%; research assignment; students may choose **either** to prepare an analysis of a rhetor's works **or** to inform and persuade on a topic of interest while demonstrating rhetorical skills covered in the course; at least half of the grade for this assignment will be based on written work; students who choose to submit an essay only will submit a minimum of 1250 words; students who choose to submit a combination of media will submit, for example, a minimum of 750 written words and 2 minutes of the second medium, such as a video or voice recording; other options also will be considered but must be discussed with the instructor and approved

### **Persuasive Speech:** 21 or 28 March:

15%; 8-10 minute persuasive presentation

### **Vocabulary Exercises:** Throughout:

10%; set tasks; regular reporting and discussion

### **Take-Home Exam: by 20 April:**

20%; take-home exam completed and submitted in the D2L dropbox

### **Registrar-scheduled Final Examination:** No

You do not need to complete all assignments and exams in order to receive a passing grade in the course.

### **Submission of Assignments:**

Please hand in your essays directly to your tutor or instructor if possible. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox. The Take-Home Exam will be deposited in the digital dropbox in D2L.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. 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. For courses in which assignments are submitted electronically, it is the student's responsibility to ensure that the correct copy of the assignment is submitted. (Including the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

**Policy for Late Assignments** Assignments submitted after the deadline **WILL** be penalized with the loss of a grade (e.g.: A- to B+) for each business day late.

### Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than 14 days after the start of the course.

### 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. For details see <http://comcul.ucalgary.ca/needtoknow>. 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 System & Department of Communication, Media and Film Grade Scale

Work in this course will be graded using letter grades. The following grade scale percentage equivalents are used in the Department of Communication, Media and Film:

Grade Point Value	Description	Grade	Department 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%

<b>3.00</b>	Good--clearly above average performance with knowledge of subject matter generally complete.	<b>B</b>	75 - 79.99%	77.5%
<b>2.70</b>		<b>B-</b>	70 - 74.99%	72.5%
<b>2.30</b>		<b>C+</b>	65 - 69.99%	67.5%
<b>2.00</b>	Satisfactory—basic understanding of the subject matter.	<b>C</b>	60 - 64.99%	62.5%
<b>1.70</b>		<b>C-</b>	55 - 59.99%	57.5%
<b>1.30</b>	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%
<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	00 - 49.99%	0%

### 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 <http://www.ucalgary.ca/ssc/node/208> . If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> 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 (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/research/research-ethics>

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
<b>ARTS PROGRAM ADVISING (PIC)</b>	SS 102 403-220-3580 <a href="mailto:picarts@ucalgary.ca">picarts@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> <b>403-266-1234</b> <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort ( <b>220-5333</b> ). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="http://www.su.ucalgary.ca/governance/elections/home.html">http://www.su.ucalgary.ca/governance/elections/home.html</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	<b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> <b>403-266-HELP (4357)</b> <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> 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.

## Schedule of Lectures and Readings

class meets from 9:00-12:00, with a 15-minute break at approximately 10:30

Date	Readings and Activities
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Week 1: 17 January	intro to the course; vocabulary exercises
Week 2: 24 January	Chapters 1-3; vocab & ads; lyric of the day
Week 3: 31 January	Chapters 4 & 11; vocab & ads; speech prep; lyric of the day
Week 4: 7 February	Chapter 5; informative speeches; vocab and ads
Week 5: 14 February	Chapter 6; Douglas; informative speeches; vocab and ads
Week 6: 21 February	<b>no class: Reading Week</b>
Week 7: 28 February	Chapter 7; in-class essay; lyric of the day
Week 8: 7 March	Chapters 8-9; vocab & ads; lyric of the day
Week 9: 14 March	Chapters 10 & 12; vocab & ads; lyric of the day
Week 10: 21 March	Chapter 13; persuasive speeches; research assignment due
Week 11: 28 March	Chapter 14; Orwell; persuasive speeches
Week 12: 4 April	<b>no class: long weekend</b>
Week 13: 11 April	prepare for take-home; D2L dropbox <b>by</b> 20 April; lyric of the day