

University of Calgary
Department of Communication, Media and Film

Communication Studies COMS 469 (L 01):
Rhetorical History and Criticism
Fall 2015

W/F 1:00 – 2:50 pm
Wed., Sept. 9 to Wed., Dec. 2 (excluding Nov. 11 & 13)

Instructor: Jo-Anne Andre, M.A.
Office Location: SS 300 (mail to SS 320)
Office Phone: (403) 220-7429
E-Mail: andre@ucalgary.ca [Please put 469 in the subject line]
Course web page: On D2L, accessible via my.ucalgary.ca
Office Hours: Wed. 3:00 to 5:00 pm or by appointment

Additional information

- Lecture and tutorial activities will be combined in a single class with a 10-minute break.
- Please check the course D2L site frequently (or subscribe to the news feed).
- Prerequisite: Coms 361 or 369. Credit for both Coms 469 and 461 is not allowed.

Course Description:

This course focuses on rhetorical thought and action from the classical period to the modern age, with an emphasis on the interaction between rhetoric and philosophical, social, and political change. Theories will be applied to criticism of historical and contemporary public communication. The course will also provide opportunities for students to develop their rhetorical skill in both spoken and written discourse, including rhetorical analysis.

Required Textbook:

Bizzell, P., & Herzberg, B. (2001). *The rhetorical tradition: Readings from classical times to the present*. (2nd ed.) Boston: Bedford / St. Martin's. Used copies should be available.

Readings available online (see the detailed syllabus at the end of this outline)

Aristotle. (n.d.) *Rhetoric*. (Trans W. Rhys Roberts). <https://ebooks.adelaide.edu.au/a/aristotle/a8rh/>
(in case you want to read some Aristotle and don't have your textbook handy...)

Bitzer, L. F. (1968). The rhetorical situation. *Philosophy and Rhetoric*, 1, 1-14. Available at
<http://ezproxy.lib.ucalgary.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=16172770&site=ehost-live>

Vatz, R. (1973). The myth of the rhetorical situation. *Philosophy and Rhetoric*, 6(3), 1-14. [on D2L]

Internet and electronic communication device information

You are encouraged to bring laptops to class and to use them for course-related work. Students using electronic devices to surf the net, text, or email may be asked to leave to avoid distracting others in the class. Please respect your fellow students by not using electronic devices during their presentations.

Required Course Work and Due Dates:

5% **ESSAY 1 - Essay on rhetorical passage.** (Due on presentation date: Sept. 16–Oct. 7)

For this 700- to 1000-word essay, choose a passage from Isocrates, Plato, Aristotle, Cicero, Quintilian, or Augustine (or from another theorist from the classical or medieval periods). In your essay, briefly place the writer into historical context, present and explain the passage, and comment on its usefulness to you as a student or practitioner of rhetoric today. No outside sources are required, but your paper should include APA-style citations and a reference list in APA format.

5% **PRESENTATION 1 – talk based on essay 1** (to be scheduled: Sept. 16-Oct. 7)

This 5-minute presentation will be based on your Essay 1. Please adapt the material from your essay for oral presentation, aim for an engaging opening and closing, and avoid reading your essay 1.

NOTE: Please sign up for a presentation date on D2L.

17.5% **MIDTERM EXAM 1 on classical & medieval rhetoric.** Fri., Oct. 9

This 1.5-hour midterm exam will consist of multiple choice, short answer, and analysis questions.

5% **E-MAILED PROPOSAL for final paper (200 to 300 words)** Fri., Oct. 30

E-mail the instructor (andre@ucalgary.ca) a proposal for your final paper (a rhetorical analysis), including the following: (1) **Research Topic:** in sentence or two, describe the proposed focus of your final paper; (2) **Overview:** in a paragraph or two, put the topic into context and persuade the reader why it's worth studying; and (3) **Proposed Theoretical Framework:** indicate what theorists and concepts you propose to use in your analysis and why. (No reference list is required.)

10% **GROUP PRESENTATION on rhetorical concepts** (as scheduled) Oct. 21 – Nov. 6)

Working in groups of 3 or 4, deliver a 5- to 10-minute presentation in which you explain and apply one of the following sets of concepts on the date indicated. Apply each set of concepts to two situations or texts. NOTE: Please sign up for a topic on D2L.

1. Wed., Oct. 21 – Whately's concepts of presumption & burden of proof
2. Fri., Oct. 23 – Bitzer's concepts of exigence, rhetorical audience, & constraints
3. Fri., Oct. 23 – Vatz's conceptualization of the rhetorical situation
4. Wed., Oct. 28 – Burke's notions of identification, division, & consubstantiality
5. Wed., Oct. 28 – Burke's concept of terministic screens
6. Fri., Oct. 30 – Weaver's hierarchy of appeals (arguments from definition/essence; analogy/comparison; relationship; and circumstance)
7. Wed., Nov. 4 – Perelman's concepts of presence, association, and dissociation (or some other combination of concepts from Perelman)
8. Fri., Nov. 6 – Toulmin's model of argument (data, claim, warrant, backing, qualification)

17.5% **MIDTERM EXAM 2 on renaissance to 20th century rhetoric.** Wed., Nov. 18

The 1.5-hour midterm exam will consist of multiple choice, short answer, and analysis questions.

5% **IN-CLASS PEER REVIEW.** Wed., Nov. 25

Please bring two copies of a substantially complete draft of your final paper. Graded as follows:
A+: if you arrive with 2 copies of a substantially complete draft and participate in the peer review;
C+: if you arrive with a draft less than 4 pages long and participate in the peer review;
D+: if you arrive with no draft but participate in the peer review;
F: if you miss the class. (Students who earn a D+ or F on this task may arrange with the instructor to earn a C on this component by doing FOUR peer reviews of final student presentations.)

25% Final paper (due Nov. 27, Dec. 2, or Dec. 4, on your presentation date)

In your final paper, you will apply both classical and modern rhetorical theories in an analysis of a speech, persuasive text, advertisement, website, or media campaign. You are not required to use sources beyond the course readings, but in your analysis, you should use at least two different theorists from two different time periods. Your paper should be 2900 to 3500 words, including the reference list. Note: a proposal is due Oct. 30, and a substantial draft is due in class on Nov. 25.

10% Presentation based on final paper (Nov. 27, Dec. 2, or Dec. 4)

This presentation, based on your final paper, should be 7 to 8 minutes. Please adapt your material for oral presentation. Students who simply read their final paper are unlikely to earn more than C-.

Registrar-scheduled final exam: NO

NOTE: To pass this course, you must complete all course components worth 10% or more.

Submission of Assignments: Except for the proposal and the peer-review draft, please submit all written assignments via D2L dropboxes. Include your name and ID number in your file name and on all assignments. 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 may be penalized with the loss of a grade (e.g.: A- to B+) for each day late, including weekends.

Revisions

Students who earn a grade of C+ or lower on Essay 1 will be allowed to revise and resubmit it. Grades on revisions will be capped at one full grade level or B- (B minus), whichever is lower. For example, a student who earns a D+ on Essay 1 may earn up to C+ based on a successful revision.

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>

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://www.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

This course will not involve research with human subjects. 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>

Grading System & Dept of Communication, Media and Film Grade Scale

Except for the midterm exams, work in this course will be graded using letter grades; the following grade scale percentage equivalents are used in 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%
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	00 - 49.99%	0%

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (PIC)	SS 102 403-220-3580 picarts@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 	http://www.su.ucalgary.ca/governance/elections/home.html http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus If you're concerned about a friend or about your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or call the 24-hour crisis line.

Please see the next page for the daily syllabus with readings for Coms 469

Detailed reading schedule and calendar for Coms 469, L01, F15:

Date	Period	Readings / Assignments to do for this day. Unless specified, readings are from the textbook	~# of pages to read
Wed., Sept. 9	Classical	EARLY RHETORIC & THE SOPHISTS. General introduction (1-8) "Philosophical background of the 5 th century BC" at http://ablemedia.com/ctcweb/netshots/sophists.htm Silva Rhetoricae: materials in "Trees" column at http://rhetoric.byu.edu/	12
Fri., Sept. 11	Classical (Greek)	SOPHISTS. Intro (19 to top of 25). Gorgias's <i>Encomium of Helen</i> (42-46). Using APA documentation format.	10
Wed., Sept. 16	Classical (Greek)	ISOCRATES. Gen. Intro (25-26) & Isocrates (67-79) 1 st presentations on Isocrates	14
Fri., Sept. 18	Classical (Greek)	PLATO. Plato: <i>Gorgias</i> : http://www.americanrhetoric.com/platoonrhetoric.htm Intro (28 to top of 30) & Intro to Plato (80 to top of 86) Plato 's <i>Phaedrus</i> (excerpts: 163 final para; 165 col.2 to 168) 1 st presentations on Plato	20
Wed., Sept. 23	Classical (Greek)	ARISTOTLE. Gen. intro (30 to top of 32) & Intro (169-177) <i>Rhetoric</i> : Book I, sections I, II (179-183), III (185-6); XV (210, col. 1) 1 st presentations on Aristotle (Bk I)	17
Fri., Sept. 25	Classical (Greek)	ARISTOTLE (continued) Aristotle's <i>Rhetoric</i> . Book II, secs I, XVIII, XX, XXII, & XXV Aristotle's <i>Rhetoric</i> Book III (236-240) 1 st presentations on Aristotle (Bk II or III)	12
Wed., Sept. 30	Classical (Roman)	ROMAN RHETORIC & CICERO. Intro to Roman rhetoric (32-39) - Intro to Cicero (283-top of 288) Cicero's <i>Orator</i> (339-343) Plus scan the italicized headings in <i>De Oratore</i> and read these excerpts: Book I, sec. XXXIII, Book II, secs XXIV, XXV, XXVII, XLIII, XLIV, LIII 1 st presentations on Cicero	25
Fri., Oct. 2	Classical (Roman)	QUINTILIAN. Intro to Quintilian (359-363) Quintilian's <i>Institutes of Oratory</i> : - Book II, Ch. II to VI (366-376); Ch. XI to XIII (380-384) - on definition of rhetoric (388-389) - Book X, Ch. II & III & Book XXII, Ch. I & II (400-420) 1 st presentations on Quintilian	24
Wed., Oct. 7	Medieval	AUGUSTINE. Gen. intro (8) & Intro (431-447) Intro to Augustine (450-454); Augustine's <i>On Christian Doctrine</i> : Book IV, secs 1-10 (456-460), 21-29 (464-467), & 38, 42, 51, & 58 1 st presentations on Augustine	20
Fri., Oct. 9	MIDTERM	Midterm on classical & medieval rhetoric	
Wed., Oct. 14	Renaissance	RENAISSANCE. Gen. intro (9-10) & Intro to Renaissance (555-577) (Instructor will cover Ramus & Bacon; no readings assigned) Tutorial: Analyzing style + 1 hour for group meetings	23
Fri., Oct. 16	Enlightenment	ENLIGHTENMENT, CAMPBELL & BLAIR. Gen. intro to enlightenment (p. 10 bottom to top of p. 14); Intro to Enlightenment (791-797). (Instructor will cover Campbell & Blair; no readings assigned) Tutorial: Polishing your writing + 1 hour for group meetings	10

Wed., Oct. 21	19 th Century	19th CENTURY & WHATELY. Intro to 19 century (983-985 & 996-998). Intro to Whately (1000-1002). Whately's <i>Elements of Rhetoric</i> (1003 to 114 and bottom 1018 (Ch. III-2 to "Fallacies" on 1025) Group presentation 1	26
Fri., Oct. 23	20 th Century	BITZER & VATZ. Bitzer's "The Rhetorical Situation" (14 pp) at http://www.cwrl.utexas.edu/~davis/crs/E398t/Bitzer--Rhetorical%20Situation.pdf Vatz's "The Myth of the Rhetorical Situation" (8 pp) at http://www.public.iastate.edu/~drrussel/www548/vatz.pdf Handout on classical vs "new" rhetoric (distributed in class) Overview of modern theorists (useful for proposal) Group presentations 2 & 3	25
Wed., Oct. 28	20 th Century	BURKE. Gen. intro (14-16). Burke intro (1295-top of 1297) Burke's <i>A Rhetoric of Motives</i> (1324 to the heading on 1329; 1335 col. 2 , 1336 col. 1; and 1338-1340) Burke's <i>Language as Symbolic Action</i> (1340-1347) Group presentations 4 & 5	20
Fri., Oct. 30	20 th Century	WEAVER. Intro (1183-1194 + 1202) & Weaver Intro (1348-1349) Weaver's <i>Language is Sermonic</i> (all) (1351-1360) Group presentation 6 DUE: Emailed proposal for final paper due (5%).	23
Wed., Nov. 4	20 th Century	PERELMAN. Perelman Intro (1372-1374) Perelman & Tyteca <i>The New Rhetoric</i> (1375-1378) Perelman <i>The New Rhetoric</i> (1384-1408) Group presentation 7	31
Fri., Nov. 6	20 th Century	TOULMIN. Introduction (1410-12) & <i>The Uses of Argument</i> (1417-1428) Group presentation 8	13
Nov. 11 & 13	No classes	Reading week.	
Wed., Nov. 18	20 th Century	Midterm 2 on Renaissance to 20 th century	
Fri., Nov. 20	20 th Century	Tutorial: Writing a rhetorical analysis Sample analyses	
Wed., Nov. 25	Presentations	Peer review of final paper. (Bring two copies of your draft paper) Course evaluations	
Fri., Nov. 27	Presentations	Final presentations (12 presenters); final paper due on same day	
Wed., Dec. 2	Presentations	Final presentations (12 presenters); final paper due on same day	
Fri., Dec. 4	Presentations	Final presentations (11 presenters); final paper due on same day	