

**Communications Studies (COMS) 361 – Lecture 06
Spoken and Written Discourse**

Fall 2007

Lecture: TR 18:30 – 19:20, SA 129

Tutorial: TR 19:30 – 20:20, SA 129

**Statutory Holidays (no classes): Thanksgiving, October 8; Remembrance
Day, November 12**

Reading Days (no classes): November 10-13

Instructor: Mr. Paul Kennett

**Office
Location:** TBA

**Office
Phone:** TBA

E-Mail: pkennett@ucalgary.ca

Web Page: n/a

**Office
Hours:** M 13:00 – 14:00, T 17:00 – 18:00

Additional Information

I can be contacted via email at any time. Please allow up to 24 hours for a response. Further, I will not answer any emails sent after 4:30 the day prior to a weekend until the next regular school day. It is inadvisable to leave assignment questions to the last minute.

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Students may visit me during office hours without an appointment. Students may also schedule appointments inside and outside of office hours via email. □□

Cell phones must be turned off at the beginning of class. □□

Laptop computers may be used to take notes during class. However, inappropriate use of laptops (i.e. to view non-class related content) will not be tolerated and may result in confiscation of the laptop until the end of class time. □□

Questions with respect to assignments are welcome anytime, and I will gladly look at drafts for students. Note, however, that I will not correct drafts; rather, I will identify the most problematic elements of the document and help provide the student(s) with tools to effect their own corrections. It is helpful if you come to such a meeting with a question about your draft already prepared.

Students are responsible for lecture attendance and course readings. If lectures or readings are missed students must make their own arrangements to catch up.

Course Description

This course is an introduction to the principles of written and spoken discourse as informed by both classical and modern rhetorical theory.

Students will learn the rhetorical dimensions of language and how these dimensions contribute to the creation of meaning and the effectiveness of argument; the course will borrow from the textbook's title the concept that "everything is an argument" in order to explore how written, spoken and visual communication operate on a listener, viewer or speaker in order to inform and persuade.

Students will explore and discuss course concepts and theories during class time and will prepare both written and oral assignment designed to test both their comprehension and ability to practice course material.

Objectives of the Course

This course aims to equip students to analyze a wide variety of communication situations in order to understand both the explicit and implicit dimensions of argument and persuasion. The ability to appreciate the subtle dimensions of language will equip students for both future academic and professional life, and make them the envy of others at cocktail parties.

The course also aims to teach students how to use and apply rhetoric and related concepts in their own written/spoken/visual communication.

Textbooks and Readings:

Lunsford, A. A. & Ruszkiewicz J. J.. (2007) *Everything's an Argument: Fourth Edition*. Boston/ New York: Bedford/St. Martin's.

Assignments and Evaluation

Complete assignment descriptions are available 24/7 on the course Blackboard. A copy of general grading criteria are also available on Blackboard; grading criteria pertinent to each assignment will be discussed in class prior to each assignment's due date.

Note: attendance of lectures and tutorials is essential for assignment preparation, as explicit and detailed instructions/guidance for each assignment will be given and discussed in the classroom. If you miss classes and do not contact a classmate to catch up you may lose credit on your assignments.

Deadlines:

All assignments are due in class on the due date. □

Assignment Criteria Questions & Confusion: □□

Questions with respect to assignments or any other aspect of the course are warmly welcomed and may be asked in class, using blackboard, over email, or at an office meeting. Please ensure that all questions and confusions are resolved prior to the assignment due date. □□

Grade Concerns and/or Disputes:

All questions, concerns or disputes over graded assignments must be brought to my attention by way of an office appointment. All such discussions are welcomed, and further they can constitute an important aspect of learning course material.

Note: Students must wait for 24 hours after a graded assignment is handed back before contacting me with a concern or dispute. This interval is an important “cool down” time in the event of strong feelings over an evaluation.

Policy for Assignment Re-writes:

Only written term work is eligible to be re-written for re-evaluation. Presentations are not eligible, nor is the “Final Project: Essay to Persuade”.

Students who wish to re-write an assignment must meet with me to discuss the original evaluation and to plan for the next attempt. The original, graded assignment must be submitted along with the re-write. I do not guarantee that the re-written assignments will receive a higher grade than the original. Once an assignment has been re-written and submitted as such to me, the grade of the re-written assignment will replace the original grade.

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Assignments:	Due Date:	Grade Weight:
Essay: Stasis Argument	Tuesday, September 25	10%
Rhetorical Analysis: Presentation	TR, October 16 – 30	20%
Rhetorical Analysis	Thursday, November 1	20%
Final Project: Speech to Persuade	TR, November 20 – December 4	25%
Final Project: Essay to Persuade	Thursday, December 6	25%
Total:		100%

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to me if possible. If it is not possible to do so, a daytime drop box is available in SS110; a date stamp is provided for your use. A night drop box, roughly 10 feet to the left of the office door, is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in my mailbox.

Registrar-scheduled Final Examination: No

Policy for Late Assignments

If an assignment will be late students must contact me by email before the due date to explain their circumstances. Any late assignments unaccompanied by an email communiqué will be penalized by 1/3 of a letter grade per regular school day. For example an “A-“ grade would drop to “B+” for one day’s unexcused tardiness. Assignments more than five business days late may be given a grade of F and no feedback can be expected. □ □

To appeal for extensions or excuses, students must promptly submit an acceptable form of documentation for the illness (or other extenuating circumstance) to the instructor.

For late assignments use the daytime drop box available in SS110 or the night drop box near the doors of SS110 (see “Assignments and Evaluation” above).

Writing Skills Statement

Faculty policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see www.comcul.ucalgary.ca/info. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. All students will be evaluated according to the same standards with respect to writing skills.

Research papers *must* be properly documented. In this course all references must be formatted according to the style of the American Psychological Association (APA Style). Your course Blackboard includes a link to an online APA style guide; your textbook also includes an abbreviated APA style guide.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: www.efwr.ucalgary.ca

Grading System

The following grading system is used in the Faculty of Communication and Culture:
A+ (96-100); A (92-95); A- (86-91); B+ (81-85); B (77-80); B- (71-76);
C+ (65-70); C (62-64); C- (59-61); D+ (55-58); D (50-54); F (0-49)

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. Readers must be able to tell exactly where your words and ideas end and other people’s words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (SS 106, efwr.ucalgary.ca) if you have any questions regarding how to document sources.

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

Students' Union

For details about the current Students' Union contacts for the Faculty of Communication and Culture see www.comcul.ucalgary.ca/su

"SAFEWALK" Program -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

Schedule of Lectures and Readings

The schedule will be prepared for the first day of class and posted on Blackboard.