

Communications Studies (COMS) 369-Lecture 01
Rhetorical Communication
Fall 2012
WF13:00-13:50 Tutorial: WF 14:00-14:50

Instructor: Lynne Perras
Office
Location: SS230
Office Phone: 403-220-3241
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Office Hours: Tuesday 10:00-12:00

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. Tutorial 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 presentation

Objectives of the Course

1. To introduce students to the principles of classical (and some modern) rhetorical theory
2. To introduce students to the methods of rhetorical criticism of texts, particularly public discourse
3. To develop students' skill in using rhetorical principles to craft persuasive arguments and texts
4. To develop students' ability to present arguments effectively in both speech and writing.

Internet and electronic communication device information

The use of laptops will be limited to note-taking during lectures and films. Cell phones must be turned off for the duration of the class.

Textbooks and Readings:

Ancient Rhetorics for Contemporary Students. 5th edition. Sharon Crowley and Debra Hawhee

Assignments and Evaluation

September 28: In-class essay (5-6 pages; double-spaced) **15%**
This will be an analysis of two means of persuasion in a speech that you will be handed out in class on September 26. You are permitted to bring in the speech and any notes you have made on the paper on which the speech is written. The grade will be based on the content and writing competence. You will have the entire class to write the essay.

October 12-24: Speech to Inform (8-10 mins.) **10%**
This will be a speech to inform based on a topic of your choice.

November 2: Essay (5-7 pages; typed) **15%**
This essay will involve choosing an argumentative article and discussing its logical weaknesses and strengths.

November 9: Mid-term exam (short answer) **10%**
This will cover all the material from the course to date and its format will be short answer and brief paragraphs. You will have the entire class to complete the test.

November 23-Dec 5: Speech to Persuade (8-10 mins.) **10%**
This will be a speech to persuade based on a topic of your choice.

December 12: Rhetorical Analysis (10-12 pages; typed) **30%**
This will be an analysis of a speech (given in advance) incorporating all the aspects of the course that we have studied. You will be evaluating the speech to determine its success. Your grade will be based on the content and writing competence. This assignment is a take-home essay that you may hand in to me in my office.

Class participation: Attendance at speeches **10%**
This mark will vary according to how many speeches of other students that you attend. Attendance each day will be taken.

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

Registrar-scheduled Final Examination: No
Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee

that the exam will NOT be scheduled during the day.

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.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department 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 <http://www.comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. 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

In this class, you will receive grades in the 4-point scale (2.7, 3.0, 3.3) *rather than* percentages. Sometimes you may receive grade points between letter grades. 3.5 is the mathematical mid-point between a B+ (3.3) and an A- (3.7) and 3.15 is the mid-point between a B (3.0) and a B+ (3.3), etc.

The following grading system is used in the Department of Communication and Culture: (Revised, effective September 2008)

Letter Grade	Grading Scale	Grade Point Value (see U of C Calendar: Academic Standing)
A+	96-100	4
A	90-95.99	4
A -	85-89.99	3.7
B+	80-84.99	3.3
B	75-79.99	3
B-	70-74.99	2.7
C+	65-69.99	2.3
C	60-64.99	2
C-	55-59.99	1.7
D+	53-54.99	1.3
D	50-52.99	1
F	0-49	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. 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 (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

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

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 Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see <http://www.su.ucalgary.ca/services/student-services/student-rights.html>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>

"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.

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

The Department of Communication and Culture Research Ethics site:
<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:
<http://www.ucalgary.ca/research/cfreb>

Schedule of Lectures and Readings

To be handed out in class.