

**Communications Studies (COMS) 369-Lecture 01**  
**Rhetorical Communication**  
**Fall 2013**  
**Lecture: WF13:00-13:50 Tutorial: WF 14:00-14:50**

**Instructor:** Caroline Banner  
**Office Location:** SS307  
**E-Mail:** cnbanner@ucalgary.ca  
**Web Page:** Blackboard  
**Office Hours:** Wednesday and Friday 3:00 to 4:00 pm or by appointment

### **Course Description**

This course will introduce 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. Written assignments and presentations, as well as tutorial exercises, will provide students with the opportunity to enhance their skills both in generating and analysing persuasive discourse.

The success of this course depends on student involvement. The feedback that you provide to other students on their presentations, and your participation in tutorial exercises, are essential to the course.

### **Objectives of the Course**

This course has the following objectives:

1. To help you improve your level of performance and comfort in academic writing and public speaking.
2. To provide you with a background in rhetorical theory which enables you to analyse persuasive discourse, particularly public discourse.
3. To prepare you for further courses in rhetoric.

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

Use of cell-phones is not permitted during class. You are welcome to use laptops, but only for course-related work or note-taking, and not during presentations. Please show professional courtesy to fellow students at all times.

### **Textbooks and Readings:**

Campbell, Karlyn Kohrs and Susan Schultz Huxman. (2009). *The Rhetorical Act: Thinking, Speaking, and Writing Critically*, 4th Edition. Thomson / Cengage ISBN-10: 0495091723  
ISBN-13: 9780495091721

## Assignments and Evaluation

<u>Assignment</u>	<u>Due Date</u>	<u>Value</u>
In-class lab assignments (4 x 5%)	On-Going	20%
In-class essay	October 11	15%
Mini presentations (2 x 5%)	TBA	10%
Mid-term examination	October 30	20%
Essay 2	November 22	15%
Group presentation	TBA	10%
Persuasive presentation	Nov 27, 29; Dec 4, 6	10%

All assignments must be completed or a grade of F may be assigned at the discretion of the instructor.

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

Note: All assignments are due in class. Assignments are to be handed in, in hard copy, on the due date. Please do not send email attachments: assignments will not be accepted in this form. Please hand in your assignments directly to your instructor. 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.

In-class lab assignments:

These writing assignments are assigned on Friday at the beginning of class and are due at the end of class. These short assignments incorporate material learned in class. Topics may include audience analysis, rhetorical analysis, and refutation.

In-class essay (4-6 pages):

In this assignment you will analyze the means of persuasion of a short speech. It is not a research paper, but rather based on a close reading of the speech.

Mini presentations:

These short presentations will be approximately 4 to 6 minutes long and will cover topics including logical fallacies, figures of speech, and persuasive techniques.

Mid-term examination:

The midterm will cover all material discussed to date, and will employ both short answer and paragraph formats for the questions.

Essay 2 (4-6 pages):

In this assignment you will analyze the persuasive quality of a short argumentative text. You will identify the key strengths and weaknesses in the author's strategy. Your grade will be based on content and writing competence.

Group presentation:

This will be a rhetorical analysis of a controversial topic.

Persuasive presentation:

This will be a speech to persuade based on a topic of your choice.

### **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**

If you are worried that you might not be able to complete an assignment on time, please contact me at least one class period before the assignment is due so that we may attempt to resolve the problem. It is bad manners and poor strategy to ask for an extension on or after the due date. Such requests will not be granted.

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

### **Additional Information**

Because you are responsible for all material covered in class, attending all classes is strongly recommended. If lectures or readings are missed, you must make your own arrangements to catch up.

I will not edit drafts of your assignments. I can go through concerns with you, but it is up to you to make necessary changes. Also, showing me a draft of your assignment does not guarantee an A on the assignment.

### **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://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:

Letter Grade	Grading Scale	Grade Point Value (see U of C Calendar: <a href="#">Academic Standing</a> )
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 (3<sup>rd</sup> 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 Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) 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.ucalgary.ca/provost/students/ombuds>

## **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/ethics/cfreb>

### **Schedule of Lectures and Readings**

See Blackboard for the schedule of lectures and readings.