

Communications Studies (COMS) 369 - Lecture 05
Rhetorical Communication
Fall 2013

Saturday: 8:30am. Class dates: September 14, 21, 28; October 5, 12, 19, 26;
November 2, 16, 23, 30

Instructor: Dr. Richard Brock
Office Location: SS209
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Office Hours: Saturday, 12:00-1:00pm

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 presentations.

Additional Information

COMS 369 is an opportunity to hone your skills in both analytical and applied rhetoric. Assignments are divided roughly equally into rhetorical analyses of others' work and the production of rhetorically persuasive presentations and documents. You will be encouraged to base your analyses and original work on areas of specific interest to you, and to contribute to group workshopping of projects with other students with related interests.

Objectives of the Course

- To understand the basic principles and terms of classical and modern rhetorical theory.
- To apply rhetorical theory to the criticism of a variety of public communication topics, media, and genres
- To engage students in applying rhetorical theory to the development of their own writing and speech.

Internet and electronic communication device information

The use of laptops and cellphones in class is forbidden unless expressly sanctioned for specific students (e.g. in the case of an additional support need that can be accommodated by the use of technology) or for the whole class to aid in the completion of specific tasks (students may be asked to bring in laptops for workshopping purposes near the end of the term). Tablet computers may be used during class for document viewing and note taking

purposes, but students should be prepared to demonstrate that they are using tablets for these legitimate purposes when asked to do so.

Textbooks and Readings:

Campbell, Karlyn Kohrs and Susan Schultz Huxman. *The Rhetorical Act: Thinking, Speaking, and Writing Critically*, 4th edn.

Assignments and Evaluation

Classical rhetorical theory quiz (10%):

In class, September 28: a brief, short-answer test on classical rhetorical theory terms from the textbook.

Short speech analysis (20%):

Due October 5: an early opportunity to receive feedback on practical application of theoretical terms, featuring a 1000-word analysis of a speech, advertisement, or other oral text, independently chosen from within an area of interest

Mid-term exam (20%):

In class, October 19: an in-class test featuring short-answer questions on rhetorical theory and an in-depth rhetorical analysis of a written text

Final project and group workshopping (40%):

Presentation in class, written version due November 30: students will work independently to research and produce a rhetorical text (15%) and a reflective commentary on that text (15%), including an analysis of its audience, intended purpose, why particular rhetorical strategies were employed, and an evaluation of the project's success. Between the final project and commentary you must demonstrate your competency in written and oral modes of communication (the latter through a class presentation), though you may choose how these are distributed. You may, for example, choose to produce a written rhetorical text and an oral commentary, or vice versa. Although projects are individual, you will be assigned workshopping groups based on your project theme, and will provide feedback to fellow group members on the oral and written components of their in-progress projects. The final 10% of your grade is allocated based on your preparation of your own work for these workshopping sessions, and on your constructive responses to the work of others.

Blackboard postings (10%):

Throughout the term: in two different weeks of your choosing, you will post a link on Blackboard to some form of web content (in your choice of medium) that illustrates the week's theoretical principles, along with a short (300-word) rhetorical analysis of that content. In two further weeks, you will follow a fellow student's posted link, read his or her analysis, and post a 150-word response to the analysis, expanding on or challenging an aspect of the original reading.

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: 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://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

The following grading system is used in the Department of Communication and Culture:

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

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 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

Please see separate document posted on the Blackboard website. Note that weeks 10-12 (November 16, 23, 30) will be given over to preparation, group workshopping, and presentation of final projects.