

University of Calgary
Department of Communication and Culture
Communication Studies (COMS 369) Lecture 02
Rhetorical Communication
Fall 2014
Tues., Sept. 9 – Thurs., Dec. 4, excluding Tues., Nov. 11
TR: 12:30-15:15

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Office Hours: Wednesdays 4-5/Thursdays 11-12

Course Description

This course will focus on making students better communicators through writing, critically analysing written and spoken forms of discourse and speaking. It will also frame the study of rhetoric in a Communication Studies program and offer connections to other disciplines within the Communications field.

Primarily, we will explore the principles of persuasive communication as seen in a variety of sources: classical rhetoric, essays, newspaper editorials, speeches and debates. The emphasis in this course will be on how persuasion works and what makes certain speakers and writers more credible persuasive communicators than others. There will also be a thorough study of the rhetorical tool ethos or how to establish and identify solid credible character through writing and speaking. The key to this class is to identify and isolate successful aspects of persuasion and duplicate them in our own lives. Related to ethics in communication is also an emphasis in this class on audience analysis and how successful rhetoricians identify and appeal to their audience.

Students will hone their skills as successful rhetoricians, and put this theory into practice, through essay writing, debating, analysing and public speaking. Because of the emphasis on public presentations, students will not only be graded on the quality of their writing, but also on the quality of expression and presentation.

Objectives of the Course

- Students will become familiar with ancient and contemporary rhetoric and will extensively use the three tools of rhetoric, ethos, pathos and logos.
- Students will learn how to effectively use other rhetorical structures like the Toulmin model.
- Students will understand the importance of rhetoric to Western culture and to the field of communication studies.

- Students will analyze a variety of rhetorical examples to see how effective use of these three tools creates sound arguments.
- Students will become effective communicators and will learn how to frame a message to a specific audience through extensive practice of speaking and writing.
- Students will practice creating strong and credible ethos through theoretical and practice exercises.
- Students will learn in a collaborative and safe environment.

Textbooks and Readings

Campbell, Karlyn Kohrs and Susan Schultz Huxman. (2002/2003). *The Rhetorical Act: Thinking, Speaking, and Writing Critically*. 4th Edition. Thomson / Cengage
ISBN: 9780534560973

Additional readings to be provided in class and may be posted on D2L throughout the semester.

A good dictionary and grammar handbook.

Internet and electronic communication device information

Laptops and other computer devices are welcomed in the course and are to be used only for class activities and note taking. Please be respectful of your fellow classmates while using them.

Assignments and Evaluation

Class Participation

Weight: 10%

Due Date: Ongoing

Students are encouraged to participate in this class in a variety of different ways including asking questions, facilitating discussion and engaging with others while doing group activities. A more extensive participation policy will be discussed in the first week of classes.

Informative Presentation

Weight: 10%

Due Date: Thursday, October 2

Students will present a 5-7 minute formal informative presentation on their semester topic. Students will be graded, not on any hard copy of the presentation, but on the effectiveness of their oral communication style.

Mid-term Exam

Weight: 20%

Due Date: Thursday, October 23

The mid-term exam is a combination of multiple choice questions, short answer questions and a longer essay style question.

Argument of Policy/Fact/Value

Weight: 15%

Due Date: Thursday, November 13

Students will submit a 4-page report outlining the arguments of policy/fact/value related to their topic. Reports should include at least 3 claims of each type of argument with supporting evidence as well as an obstacle analysis of audience. Students will then present these arguments to the class.

Speech to Persuade

Weight: 20%

Due Date: Thursday, November 20

Students will present their final speech as a speech to persuade. Speeches will be 5-7 minutes and will follow the motivational sequence outline. More details will be posted on Blackboard.

Final Take Home Exam

Weight: 25%

Due Date: Tuesday, December 9 at 4:30pm

The final take home exam is a 1500-word reflection essay synthesizing Martin Luther King's Letter From a Birmingham Jail with the course reading material as well as the activity experience.

Registrar-scheduled Final Examination: No

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

Submission of Assignments: Please submit all assignments (except the mid-term exam) electronically.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. 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.

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>

Grading System & Dept of Communication and Culture Grade Scale

Work in this course will be graded using letter grades. The following grade scale percentage equivalents are used in Communication and Culture:

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%

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 <http://www.ucalgary.ca/ssc/node/208> . 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

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>

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 your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lectures and Readings

Date	Topics/ Readings	Presentations/Exams	Readings
Week 1 September 11	Intro to Course/ Participation Policy		Read Ch 1, 2 & 3
Week 2 September 18	Intro to course: A Rhetorical Perspective (Campbell/Huxman Ch 1 & 2) Topic Brainstorm/ Your Rhetorical Act (Campbell/Huxman Ch 3)		Download and Read Informative Strategies on D2L Sign up for Informative Dates
Week 3 September 25	Informative Strategies: Reading on D2L. Understanding Evaluation: (Campbell/Huxman Ch 11)		Read Ch 11
Week 4 October 2	Informative Presentations	Informative Presentations	Read Ch 4 & 5
Week 5 October 9	Resources for Rhetorical Action: Evidence and Argument (Campbell/Huxman Ch 4) Resources for Rhetorical Action: Organization & Language (Campbell/Huxman Ch 5)		Read Ch 6 & 7
Week 6 October 16	Resources for Rhetorical Action: Organization & Language (Campbell/Huxman Ch. 6) Resources for Rhetorical Action: Organization & Language (Campbell/Huxman Ch 7)		
Week 7 October 23	Mid-term Exam	Mid-Term Exam	Read Ch 8, 9 10
Week 8 October 30	Obstacles to Persuasion: Audience (Campbell/Huxman Ch 8) Obstacles to Persuasion: Subject and Purpose (Campbell/Huxman Ch 9)		
Week 9 November 6	Obstacles to Persuasion: Rhetor (Campbell/Huxman Ch 10) Argument of Policy/Fact/Value		
Week 10 November 13	Speaking To Persuade	Argument Presentations	
Week 11 November 20	Persuasive Presentations	Persuasive Presentations	Read Ch 12
Week 12 November 27	Martin Luther King (Letter From a Birmingham Jail, Reading on BB)		Read Ch 13
Week 13 December 4	Writing Reflectively Review and Take Home Exam Prep	Take Home Exam due: December 8	Participation Policy Due