

Communication Studies (COMS) 369 Lecture 03
Rhetorical Communication
Winter 2011
Saturday 8:00 AM – 12:00 noon
January 15, 22, 29; February 5, 12; March 5, 12, 19, 26; April 2

Instructor: Rebecca Carruthers Den Hoed
Office Location: SS 337
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Web Page: <http://blackboard.ucalgary.ca>
Office Hours: Saturdays 12:30 to 1:30 PM

Additional Information

Saturday classes will blend the lecture and tutorial components of this course, meaning that tutorial activities will be mixed in with lectures; tutorial activities are not optional; students are expected to attend the entire class. Students are responsible for lecture/tutorial attendance and course readings. If lectures/tutorials are missed, students must make their own arrangements to catch up.

Course Description

COMS369 is 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.

Objectives of the Course

The course will encourage and equip students to be more strategic in their own rhetorical communication and to analyze the rhetorical strategies used in the public communication that surrounds them everyday. The course will equip students with the theoretical principles and practical competencies required to both produce and analyze contemporary rhetorical communication.

Internet and electronic communication device information

Cell phones must be turned off or muted during class. Inappropriate use of cell phones (e.g., texting or taking calls during class) will result in confiscation of the device until the end of class time.

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

The instructor may be contacted by email with questions about assignments, lectures, or the course. Students can expect a response within 24 hours, but only *during regular business hours* (Monday to Friday, 9AM to 5 PM). Emails sent after 5PM on a Friday will likely not be received or responded to until Monday. Email should not be used to submit assignments unless the student has received explicit permission from the instructor to do so.

Textbooks and Readings:

Heinrichs, Jay. (2007). *Thank you for arguing*. Three Rivers Press.

Assignments and Evaluation

Rhetorical Analysis (minor)	15%	February 12, 2011
Rhetorical Argument (minor)	15%	February 12, 2011
Rhetorical Argument (major; spoken)	15%	March 26 & April 2, 2011
Rhetorical Argument (major; written)	20%	March 26, 2011
Rhetorical Analysis (major; take-home exam)	35%	April 7, 2011

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

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: www.efwr.ucalgary.ca

Grading System

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

	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 (MacEwan Student Centre 4th floor, efwr.ucalgary.ca) 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/compliance/ethics/info/undergrad/>

Schedule of Lectures and Readings

January 15: Assessing Rhetorical Situations [*chapters 1-3*]

January 22: Inventing Rhetorical Proofs (logos) [*chapters 4, 11-13*]

January 29: Inventing Rhetorical Proofs (ethos, pathos) [*chapters 5-10*]

February 5: Rhetorical Composition/Analysis Workshop [*no readings*]

February 12: Arranging Rhetorical Proofs [*chapters 23-25*]

March 5: Styling Rhetorical Arguments [*chapters 18-20*]

March 12: Delivering Rhetorical Arguments [*chapters 22-21*]

March 19: Rhetorical Composition/Analysis Workshop [*no readings*]

March 26: [*no readings*]

April 2: [*no readings*]