

**Communications Studies (COMS) 369- Lecture 01**  
**Rhetorical Communication**  
**Winter 2012**  
**Lecture/Tutorial Monday/Wednesday 13:00- 14:50**

**Instructor:** Geoff Cragg  
**Office**  
**Location:** SS 300  
**Office Phone:** 403 220-4843  
**E-Mail:** [cragg@ucalgary.ca](mailto:cragg@ucalgary.ca)  
**Web Page:** NA  
**Office Hours:** TBA

### **Course Description**

This course will introduce you to principles of communication based on classical and modern rhetorical theory, in order to help you critique and understand the process of argumentation in a wide variety of discourses. A series of written assignments and presentations, as well as informal tutorial exercises, will provide you with the opportunity to enhance your 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:**

Our textbook will be “Thank You for Arguing” by Jay Heinrichs; this book has been used in several sections of the course and used copies should be available.

## **Assignments and Evaluation**

Assignment	Due Date	Length	Value
First Essay	Jan 30	5 pages	15%

Your first essay will be an analysis of the non-rational means of persuasion in a speech which I will hand out to you. It is not a research paper, but rather based on a close reading of the speech.

First Speech	Feb 6 – 15	8 minutes	10%
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Your first presentation will be a speech to persuade, on a subject of your choice. You may use presentation technology, but are not required to do so.

Second Essay	March 7	5-6 pages	20%
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In this assignment you will analyse the persuasive quality of a short argumentative text of your choice. It may come from a print or online source. You will concentrate primarily on the logical appeal, and will identify the key strengths and weaknesses in your author’s strategy.

Midterm Exam	March 21	One hour	15%
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The midterm will cover all material discussed to date, and will employ both short answer and paragraph formats for the questions.

Second Speech	March 26- April 4	8 minutes	15%
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Your second presentation will be a speech to instruct, again on a topic of your choice. You may use whatever technology best suits your topic and your approach.

Take-home exam	April 20	8-10 pages	25%
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Your final assignment will be to create a rhetorical analysis covering the canons of invention, arrangement and style, for the text of a speech will I will hand out to you in advance.

Please note that you must complete all assignments in order to pass the course.

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. If you realize that you have trouble submitting your assignment on time, please contact me immediately so that we may resolve the problem.

### **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](http://www.efwr.ucalgary.ca)

### **Grading System**

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

(Revised, effective September 2008)

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.

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 (MacEwan Student Centre 4<sup>th</sup> floor, [efwr.ucalgary.ca](http://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/cfreb>

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

This will be handed out in class.