

**Communications Studies (COMS) 369-Lecture 01  
Rhetorical Communication  
Winter 2013**

**WF 13:00-13:50 Tutorial: WF 14:00-14:50**

**Instructor:** Lynne Perras  
**Office Location:** SS230  
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**Office Hours:** Thursday, 13:00-15:00

**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 presentation.

**Objectives of the Course**

1. To introduce students to the principles of classical (and some modern) rhetorical theory
2. To introduce students to the methods of rhetorical criticism of texts, particularly public discourse
3. To develop students' skill in using rhetorical principles to craft persuasive arguments and texts
4. To develop students' ability to present arguments effectively in both speech and writing.

**Internet and electronic communication device information**

The use of laptops will be limited to note-taking during lectures and films. Cell phones must be turned off for the duration of the class.

**Textbooks and Readings**

Heinrichs, Jay. THANK YOU FOR ARGUING

**Assignments and Evaluation**

January 25: **In-class essay** (This consists of an essay of about 5-6 pages, double-spaced. The essay will discuss the means of

persuasion used in a written speech which will be handed out one class before the class during which the essay is written. Students are permitted to bring in a copy of the speech and any notes they have written on it.) **15%**

February 8, 13, 15, and 27: **Speech to Inform** (This consists of an informative speech of 8-10 minutes excluding time for questions. Students may choose their own topic.) **10%**

March 20: **Mid-term exam** (This test will cover all the material studied up to this point. It consists of a combination of short answers and three short essays (of about 3 paragraphs each).) **20%**

April 3, 5, 10, and 12: **Speech to Persuade** (This consists of a persuasive speech of 8-10 minutes excluding time for questions. Students may choose their own topic.) **10%**

April 16: **Rhetorical Analysis** (This consist of an essay analyzing a speech that will be handed out during the last few weeks of class. It involves discussion of all of the parts of rhetoric studied in the course. The paper should be 8-10 pages, double-spaced. It will be graded on content and writing competence.) **35%**

Speech days (see above): **Student Evaluations** (This involves short evaluations of other students' speeches during and immediately after the speeches are given.) **10%**

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://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: <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 (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 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.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/cfreb>

## **Schedule of Lectures and Readings**

To be handed out the first day of class.