

**Communications Studies COMS 369 L01/B01**  
**Rhetorical Communication**  
**Winter 2014**  
**Wednesdays and Fridays 13:00-14:50**

**Instructor:** Prof. Lisa Bryce

**Office Location:** SS 304

**Office Phone:** Shared office: please use my cell phone number 403-708-9201 (please use with discretion)

**E-Mail:** bryce@ucalgary.ca

**Office Hours:** After class on Wednesdays and Fridays and by appointment.

### **Course Description**

This course is an introduction to the basic principles of rhetorical theory, criticism, and practice. You will learn rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, situation, genre, and ethics. You will develop your rhetorical skills through in-class activities and assigned written and oral presentations. Class activities will include practice in writing and speaking. The out-of-class assignments will contribute to your understanding of written and spoken discourse.

### **Additional Information**

The lecture and lab components of this course will be done concurrently during the 110 minute class each day. This means that we will not be doing the lab work only during the last hour.

### **Course Objectives**

The objectives of this course are the following:

- 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 enable you to apply rhetorical theory to the development of your own writing and speech.
- To develop expertise in the mechanics of writing to so you can produce well-written essays and speeches.

### **Internet and Electronic Communication Device Information**

You are welcome to bring and use your laptop for note-taking and in-class assignments; however, the use of laptops for any purpose unrelated to this class is not acceptable. Cell phones must be turned off and put away during class. Texting is *not* permitted during class time.

## Textbooks and Readings

The following textbook is required for this class. You will need to do specific readings for a full understanding of course material.

Campbell, Karlyn Kohrs and Huxman, Susan Schultz. [(2009). *The Rhetorical Act: Thinking, Speaking, and Writing Critically*, 4<sup>th</sup> edition, Belmont: Wadsworth.

## Assignments and Evaluation

Table 1, following, gives the assignments, due dates, and percentages worth.

Table 1: Assignments and Evaluation

Assignment	Due Date	Percentage Worth
Informative presentation (group project)	January 24 (topics assigned in class on January 22)	10%
Rhetorical analysis speech	February 26, February 28, March 5	15%
Rhetorical analysis essay	March 7	20%
Persuasive speech	April 2, 4, 9	20%
Persuasive essay	April 11	25%
Class participation (in-class assignments)	ongoing	10%

## Assignment Descriptions

### *In-class Assignments*

The in-class assignments are produced collaboratively. You will work in groups (the number of members per group will vary according to the assignment) and prepare both a written piece and a 4-10 minute presentation for the class. The time for the presentation will vary according to the

**Please note** that because of their nature, the in-class assignments cannot be “made up” at a later date.

### *Informative presentation: creating effective presentations (group project)*

Working in groups of no more than three persons, you will prepare a short presentation (10 minutes) on one of the topics covered in Chapter 3. This presentation must include a power point presentation or any other visual aid that helps the listeners follow your points.

### *Rhetorical analysis speech (individual project)*

For this speech, you will use the material you have prepared for your rhetorical analysis essay (see next paragraph). This speech should be 10-12 minutes long.

### *Rhetorical analysis essay*

Using the principles of Chapter 12 of the textbook (261-271), write an analysis of a magazine advertisement that intrigues you. Choose an advertisement that offers sufficient imagery and text for analysis. Your points must be grounded on the principles of Chapter 12: thus, your argument must show that you have read and understood the material. This

assignment gives you an opportunity to do a practical application of theoretical terms. The essay should be approximately 3-4 pages, double spaced, about 1000 words.

### *Persuasive Presentation*

This assignment requires that you prepare a speech that will influence your listeners' thinking and behaviour. You need to choose a topic that you feel has some significance to your audience (the class) and you. You will present your individual paper to the class in a 10-minute presentation. You will be evaluated on the professionalism with which you present in addition to the content of the presentation.

### *Persuasive Essay*

Using the material you presented for the persuasive speech, write an essay that is designed to influence your readers' thinking and behavior. The essay should be approximately 5 pages double spaced or 1250 words.

### *Class participation*

Regular attendance and participation in class activities are essential components of this course. The course assignments are designed to reinforce your learning and mastery of the material through active engagement and doing. We will be doing activities each class: these will be included as part of the ten percent participation grade. Being present physically in the class is not enough: you need to be intellectually involved, contributing to each other's learning and participating in the creation of a positive atmosphere and learning environment.

You do not need to complete all assignments to receive a passing grade in the course.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your assignments directly to your instructor. 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. Speeches must be delivered on the day assigned by the instructor. To reschedule your presentation date for a legitimate reason, you will need to provide appropriate documentation to the instructor as evidence.

### **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 (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 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 - 403-220-5333**

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**

Each assignment requires specific readings from the textbook; this information will be included with each assignment.