

**Communications Studies (COMS) 369 – Lecture 02**  
**Rhetorical Communication**  
**Winter 2014**  
**Lecture M/F 14:00-14:50; Lab M/F15:00-15:50**

**Instructor:** Monique Solomon  
**Office Location:** SS 307  
**Office Phone:** n/a  
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**Web Page:** n/a  
**Office Hours:** M/F 11–12 or by appointment

### **Course Description**

The course will introduce students 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. Throughout the course students will apply rhetorical theory to critically analyse samples of public communication. Students will exercise their rhetorical skills through in-class activities and assigned writing and oral presentations.

### **Additional Information**

The lecture and tutorial components of the course run concurrently as a single two-hour class on Mondays and Fridays. The tutorial activities may take place anytime during class.

### **Objectives of the Course**

- 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 engage students in applying rhetorical theory to the development of their own writing and speech.

### **Internet and electronic communication device information**

Laptops and other computer devices may be used during class for course related work and note taking, but not during student presentations. Cell phones must be turned off for the duration of class.

**E-Mail:** When emailing the instructor include **COMS 369** in your subject line, and be sure your name appears in the “from” line, not just your email address. You can expect a response from your instructor within 24-hours (business days only). E-mail messages sent to your instructor and your fellow students regarding group projects and/or assignments should be addressed and written in a courteous, professional manner.

### **Textbooks and Readings**

Campbell, Karlyn Kohrs and Susan Schultz Huxman. (2009). *The Rhetorical Act: Thinking, Speaking, and Writing Critically*, 4th Edition. Thomson / Cengage ISBN-10: 0495091723 ISBN-13: 9780495091721

Additional readings may be assigned in class.

### **Assignments and Evaluation**

<b>Assignments for COMS 369 L02 W14</b>	<b>Weight</b>	<b>Due Date</b>
<p><b>Participation</b> Students are encouraged to participate during class discussions, individual and group activities, peer reviews, discussion board posts, and impromptu speaking and writing exercises to earn checkpoints for participation.</p>	<b>10%</b>	On-going
<p><b>In-Class Essay #1</b> Students will write an essay about a topic provided and apply course concepts learned up to this point. The essay should be 5-6 pages in length, double-spaced.</p>	<b>10%</b>	January 24
<p><b>Speech to Inform</b> Students will deliver an 8 to 10 minute speech on a topic of their choice.</p>	<b>10%</b>	February 7, 10, 14
<p><b>In-Class Essay #2</b> Students will write an essay about a topic provided and apply course concepts learned up to this point. The essay should be 5-6 pages in length, double-spaced.</p>	<b>15%</b>	March 7
<p><b>Speech to Persuade</b> Students will deliver an 8 to 10 minute speech on a topic of their choice.</p>	<b>15%</b>	March 21, 24, 28

<p><b>Rhetorical Analysis</b>  Student groups of 2 or 3 will write a rhetorical analysis about an organisational document of their choice. The group will give a 15-minute presentation about their analysis.  <b>Rhetorical Analysis Group Presentation</b> (15 minutes)  <b>Rhetorical Analysis Report</b> (1800 to 2500 words)</p>	<p><b>10%</b>  <b>30%</b></p>	<p>April 7, 11, 14  April 14</p>
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All assignments must be completed or a grade of “F” may be assigned at the discretion of the instructor.

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

Assignments are due in class, in hard copy, on due date. Please hand in your essays 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.

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

A schedule of lecture topics and readings will be provided on the first day of class and posted on Blackboard.

### **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. In this class students will be using the APA referencing and citation formatting style.

If you need help with your writing, you may use the Writing Centre. For more details visit <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. For example, an “A-” would be converted to 87.5 for calculation purposes; a grade of “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.

If you have any questions regarding how to document sources please consult your instructor or visit the Writing Centre on the 3rd floor of the Taylor Family Digital Library or online <http://www.ucalgary.ca/ssc/writing-support>

### **Academic Misconduct**

For information on academic misconduct and the consequences thereof please refer to the current University of Calgary Calendar at <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 by calling (403) 220-8237 or visiting their website at <http://www.ucalgary.ca/access/>. Please 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**

Safewalk volunteers will walk you safely to your destination on campus or to University LRT station, McMahon Stadium, Health Sciences, Student Family Housing, and Alberta Children's Hospital.

Call anytime 24-hours a day, 7-days a week, 365-days a year!

**To request a Safewalk** use campus Help Phones, emergency phones or yellow phones at most parking lot booths, or ask an on-duty Safewalker.

- Safewalk is a free service available to students, staff, and campus visitors.
- Safewalk teams are comprised of two volunteers, one male and one female.

### **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 information about your research ethics responsibilities visit the University of Calgary Conjoint Faculties Research Ethics Board (CFREB) website at <http://www.ucalgary.ca/research/ethics/cfreb>