

University of Calgary
Department of Communication and Culture

Communications Studies (COMS) 469 - Rhetorical History and Criticism
Lecture & Lab 01, Fall 2014
Wednesdays & Fridays 15:00– 16:50

Instructor: Dr. Tania S. Smith
Office Location: SS 302
Office Phone: 403-220-7774
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Web Page: <http://www.ucalgary.ca/smit>
Office Hours: WF 13:00-14:00, or by appointment, telephone or Skype (smit.ucalgary).

Course Description

A study of rhetorical thought and action from the classical period to the modern age, with an emphasis on the interaction between rhetoric and philosophical, social, and political change. Theories will be applied to the criticism of historical and contemporary public communication. Prerequisite: COMS 369.

Additional information

Lecture and lab activities will be held at various times throughout the two hour class period, with a 10-minute break approximately half way through the class. Lab activities, discussion, group work and presentations apply concepts and exercise written and oral rhetorical skills.

Objectives of the Course

- To understand the history of rhetoric in its social context from the classic to the contemporary period
- To gain competence in rhetorical analysis of texts, media and their contexts
- To apply rhetorical principles to the processes of composition and performance

Internet and electronic communication device information

During student presentations, electronic devices must be put away and laptop screens must be closed. At other times, students should use electronic devices for course-related functions only. Show professional courtesy and attentiveness to the instructor and fellow students by using technology silently and discreetly, minimizing visual distraction to your peers.

Required Textbooks and Readings

- Herrick, J. (2012). *The History and Theory of Rhetoric: An Introduction* (5th ed). Upper Saddle River, NJ: Pearson. (Print, \$80-90. CourseSmart e-text approx. \$35)
- Longaker, M. G., & Walker, J. (2010). *Rhetorical Analysis: A Brief Guide for Writers*. Glenview, IL: Pearson Longman. (Print, \$20. CourseSmart e-text approx. \$10)
- Course handbook and other free online readings and resources

Assignments and Evaluation

Instead of having large assignments or exams due at mid-term and at the end of the term, short assignments are due every week or two throughout the term, supporting students' active learning through practice and feedback.

Homework Quizzes (3) **30%** **Sept. 26, Oct. 17, Nov. 21**

Three open-book online Homework Quizzes are designed to engage students in reading carefully and learning actively from the course's required readings. Although collaborative learning is permitted, each student's set of quiz questions will be composed of randomly-selected multiple choice or short-answer questions from a question bank. Students will have at least 1 week to complete each quiz submitted online on D2L before its deadline.

Rhetorical Analyses (3) **30%** **Oct. 1, Oct. 22, Nov. 26**

Three 1000-1250 word essays. Each essay employs designated rhetorical theories to analyze the rhetoric of a Canadian artifact by a Canadian author or organization published online within the past 5 years. The artifacts must be on a different theme and by a different author/organization than one's presentation and other rhetorical analyses, and make use of concepts from assigned readings and/or lectures to date. Scoring criteria include following special instructions for argumentation, structure, and correct APA citation.

Lab activity group portfolios (2) **20%** **Oct. 31, Dec. 5**

Two 1000-1250 word group-authored portfolios demonstrate collaborative learning processes and outcomes during in-class lab activities. Multimedia portfolios include a collection of all lab-produced artifacts (photos of handwritten work) and vivid descriptions and reflections on the group's and individuals' learning processes and outcomes. Thirty percent of each portfolio's score will be based on your individual portion & contributions.

Presentation **10%** **As scheduled**

One 10-12 minute rhetorical analysis of online rhetoric created by Albertans or dealing with Albertan issues and events within the past 5 years. The artifact must be analyzed using at least one rhetorical concept covered in the week's scheduled readings. Scoring criteria include delivery and slide design. Presentation slides must be posted to the Presentation discussion forum on D2L before class begins and brought to class on a memory stick. Presenters must bring paper copies of a 1-2 page outline for the instructor and all designated peer reviewers to take handwritten notes (no electronic devices may be used by the audience during presentations).

Presentation Peer Reviews **10%** **As scheduled**

Students will critically analyze & review each other's presentations. Student peer reviews fulfill the course objective "to apply rhetorical principles to the *process* of composition and performance."

Your own Presentation materials -- 2 points **Due before class on presentation day**

Your PowerPoint file must be posted before class in the designated online forum on D2L where your peer can access it and reply to it with their peer review memo. It will be scored for completeness and timeliness. Penalty of -0.5 if posted late and -0.5 if incomplete.

Peer Review Memos (2) -- 4 points each **Due within 2 business days after presentation**

Each student will review two designated presentations. Each 250-word memo will be scored for its quality (content, argument, organization, correctness). In addition, late or incomplete memos receive a penalty of -1.0 point each. Memos are due within 2 business days: if you review a Wednesday presentation, the memo is due on Friday. If you review a Friday presentation, the memo is due the following Tuesday. Post your memo in the presentation discussion forum, ideally as a reply to your peer's PowerPoint file.

NOTE 1: You do not need to complete all assignments to receive a passing grade in the course.

NOTE 2: It is the student's responsibility to keep a backup copy of each submitted assignment.

Registrar-scheduled Final Examination: No

Assignment submission

Do NOT email assignments to the instructor. All assignments must be submitted electronically to their designated areas on Desire2Learn.

File format requirements: Submit files in .doc, .docx, .ppt, .pptx, or pdf file format. Use the following file name formats, with hyphens (-) instead of spaces:

- 469-RetoricalAnalysis1-LastnameFirstname.docx
- 469-Presentation-LastnameFirstname.docx
- 469-PeerReview-by-LastnameFirstname-for-PresenterName.docx
- 469-LabPortfolio-Groupname.docx

Verify your submitted file's contents: Immediately after submitting your assignment, download and re-open your file(s). Desire2Learn receipts and confirmations cannot verify your file's contents. It is the student's responsibility to verify successful upload and the intended version of the document. If a corrupted, empty or incorrect file is uploaded, you may receive a zero (0) or a late penalty.

Presentation slides should be posted on D2L and brought to class on a memory stick. Converting your .ppt a PDF file is highly recommended in case your PowerPoint file is not compatible with the version on the classroom computer (TIP: you can convert files to PDF online at <http://www.freepdfconvert.com/>). Ensure that all media you rely on is available even without an Internet connection, and make backup plans (i.e. verbal summaries and descriptions of videos or audio) in case the technology does not work as desired.

Emergency submission methods

- **Option 1:** If it is not possible to access D2L due to technical difficulties, email your file as an attachment to upload.COMS_46.ru6ssfs9oh@u.box.com (a secure folder on the instructor's Box.com account). Email your instructor to inform her you have sent it there. As soon as possible, submit it normally on Desire2Learn with a comment explaining your earlier submission method.
- **Option 2:** If Internet access is unavailable, print your assignment and submit it in paper. 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. As soon as possible, submit it normally on Desire2Learn with a comment explaining your earlier submission method.

Policy for Late Assignments

Assignments must be submitted online on Desire2Learn by 11:59 PM on their deadline date, except for presentation materials, which are due on D2L before class begins on your scheduled presentation date.

For all written assignments, a 24-hour grace period until 11:59 PM the next calendar day is permitted for unanticipated technical difficulties, short-term illness, or scheduling challenges. If the assignment is submitted within the grace period, no excuse is required and no penalties apply. However, this is not a deadline extension: after the grace period, late penalties count from the original deadline date, not from the end of the grace period.

- Late *written assignments* may be penalized with the loss of a grade (e.g. A- to B+) for each day late, including weekend days.
- Late *presentations* may be penalized with the loss of a grade (A- to B+) for each *available class day* it has been delayed because you were unavailable. If for any reason you miss your presentation's scheduled time, you must notify the instructor and your reviewers to reschedule it as soon as possible.
- Late *peer review* components have unique late penalties, as described in the assignment list above.

Verifiable documentation may be required to waive or reduce late penalties on any assignment.

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. However, do not put your ID number on group assignments or work to be reviewed by peers.** 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: <http://www.ucalgary.ca/ssc/writing-support>

Grading System

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

Letter	Percent	Grade point	U of C Calendar description
A+	96-100	4.0	Outstanding
A	90-95.99	4.0	Excellent--superior performance, showing comprehensive understanding of subject matter.
A -	85-89.99	3.7	
B+	80-84.99	3.3	
B	75-79.99	3.0	Good--clearly above average performance with knowledge of subject matter generally complete.
B-	70-74.99	2.7	
C+	65-69.99	2.3	
C	60-64.99	2.0	Satisfactory--basic understanding of the subject matter.
C-	55-59.99	1.7	
D+	53-54.99	1.3	
D	50-52.99	1.0	Minimal pass--marginal performance; generally insufficient preparation for subsequent courses in the same subject.
F	0-49	0	Fail--unsatisfactory performance or failure to meet course requirements.

Assignment grades may be provided as letter grades and percentages, or points.

- Major written assignments are given a letter grade (A-, B+), which will be converted to a percentage using the midpoint of the Grading Scale for that letter grade, as shown above. For example, A- will be converted to 87.5%, and B- to 72.5%. Assignments may also earn "borderline" scores, such as A-/B+ (85%). However, A+ grades will be converted to 100%, and F grades will be converted to zero (0).
- If an assignment is given points (Quizzes and Peer Review components), its equivalent percentage will be used in final grade calculations. Thus, it is possible to earn 3/10 on a Quiz or Peer Review Memo and get credit for 30% instead of zero (F).

Plagiarism and Source Citation

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.

This course requires citation and references based on APA 6th edition using the resources on the APA Style Blog at <http://blog.apastyle.org/> and the 469 Course Handbook posted on Desire2Learn.

Please consult your instructor or the Writing Centre (3rd 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.

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 <http://arts.ucalgary.ca/research/research/research-ethics>

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (PIC)	SS 102 403-220-3580 picarts@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none">• Calgary Police Service• Emergency Text Messaging• Emergency Evacuation & Assembly• Safewalk Program	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none">• IT help line	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca

<p>STUDENT SUCCESS CENTRE</p> <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	<p>http://ucalgary.ca/ssc</p> <p>http://www.ucalgary.ca/ssc/writing-support</p> <p>http://ucalgary.ca/currentstudents</p>
<p>STUDENTS' UNION CONTACTS</p> <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	<p>http://www.su.ucalgary.ca/governance/elections/home.html</p> <p>http://www.ucalgary.ca/provost/students/ombuds</p>
<p>SU WELLNESS CENTRE</p> <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	<p>403-210-9355 (MSC 370), M-F, 9:00–4:30 pm</p> <p>http://ucalgary.ca/wellnesscentre/counselling</p> <p>http://ucalgary.ca/wellnesscentre/health</p> <p>403-266-HELP (4357)</p> <p>http://ucalgary.ca/wellnesscentre/healthycampus</p> <p>If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.</p>

Schedule of Lectures and Readings

To be provided on Desire2Learn.