

University of Calgary
Department of Communication and Culture

Communication Studies (COMS) 469 (L 01):
Rhetorical History and Criticism
Winter 2012

Tuesday, January 10 to Thursday, April 12
T/Th 11:00 am to 12:50 pm

Instructor: Jo-Anne Andre, M.A.
Office Location: SS 350 (mail drop off in SS 320, Dept. Office)
Office Phone: (403) 220-7429
E-Mail: andre@ucalgary.ca [Please put 469 in the subject line]
Blackboard Web Page: <https://blackboard.ucalgary.ca/webapps/login/>
Office Hours: Th 2:00 to 3:30 or M/W/F by appointment

Additional information

- Lecture and tutorial activities will be combined in a single class with a 10-minute break. Students are expected to be present for the entire class.
- Please check the Blackboard site frequently.
- Notes: Prerequisite: Coms 361 or 369. Credit for both Coms 469 and 461 is not allowed.

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 criticism of historical and contemporary public communication. The course will also provide opportunities for students to develop their rhetorical skill in both spoken and written discourse.

Internet and electronic communication device information

Laptops may be used in class but only for course-related purposes. Cell phones may not be used in class (even for discrete texting or reading emails).

Textbook:

Bizzell, P., & Herzberg, B. (2001). *The rhetorical tradition: Readings from classical times to the present*. (2nd ed.) Boston: Bedford / St. Martin's. Used copies should be available.

Required Course Work and Due Dates:

In order to pass this course, students must complete **all** assignments, exams, and presentations (except for the in-class writing portfolio, as noted below).

10% Essay on rhetorical passage *described below. (Due on your presentation date)*

For this 800- to 1100-word essay, choose a short passage from your textbook from any period up to and including the Enlightenment. (The passage does not have to come from an assigned reading or theorist.) In your essay, present and explain the passage and comment on its usefulness to you as a student or practitioner of rhetoric today. No outside sources are required, but your paper should contain a reference list.

5% Presentation on first essay (scheduled Jan. 19 – Feb. 9, depending on topic)

For this 5- or 6-minute presentation, focus on the topic of your first essay but also include some historical background about the life and times of the rhetorical theorist who wrote the passage. (You will be expected to do a peer review of the presentation following yours.)

15% Mid-term exam (Tues., Feb. 14)

The mid-term exam will consist mainly of multiple choice, matching, and identify-the-writer questions related to the texts studied from classic times up to and including the Enlightenment. Up to 20% of the exam may involve short-answer questions. (As explained below, you may submit a portfolio of in-class writing tasks to count for 5% of your mid-term grade.)

5% Portfolio of in-class writing tasks (OPTIONAL) (Tues., Feb. 14)

If you choose not to submit a portfolio—or if your portfolio grade is lower than your mid-term grade—then your mid-term grade will be entered for this 5%, bringing the weight of your mid-term to 20% of your course grade. If you submit a portfolio, it should include a copy of your proposal e-mail and peer review plus any assigned in-class writing tutorial tasks to Feb. 14.

-- E-mailed proposal for final paper (Thurs., Feb. 16)

E-mail the instructor a one- or two-paragraph description of your proposed final essay topic. Comment on why the topic interests you and what theorist(s) covered so far might be useful in your analysis. (No reference list is required.) You will receive feedback on the proposal, but it will count for marks only if you submit the optional writing portfolio (described above).

20% Group presentation seminars (scheduled dates as indicated below)

Early in the term, groups will be formed for the following presentations::

- *Tues., Feb. 29. Group 1 – Whately's Elements of Rhetoric*
- *Thurs., March 2. Group 2 – Bitzer's "The Rhetorical Situation"*
- *Thurs., March 2. Group 3 – Vatz's "The Myth of the Rhetorical Situation"*
- *Tues., March 7. Group 4 – Burke's "A Rhetoric of Motives" + Quigley on identification*
- *Tues., March 7. Group 5 – Burke's "Language as Symbolic Action"*
- *Thurs., March 9. Group 6 – Weaver's "Language is Sermonic"*
- *Tues., March 14. Group 7 – Perelman's "The New Rhetoric"*
- *Thurs., March 16. Group 8 – Foucault*
- *Tues., March 21. Group 9 -- Wayne Booth's "Modern Dogma and the Rhetoric of Assent"*

See the ASSIGNMENTS area on Blackboard for a detailed description of this assignment.

25% Final paper (Draft for peer review due Tues., March 27; the final paper is due on your presentation date, but March 27 presenters may submit their paper on March 29)

In your final paper, you will present a study in which you apply both classical and modern rhetorical theories to analyze a persuasive text, set of texts, event, movement, or controversial topic. The text(s) you analyze may include persuasive texts or speeches, advertising, fiction, or performance. Length: 2900 to 3500 words plus a reference list.

10% Presentation (9-12 mins) based on final paper (to be scheduled March 29 – April 10)

You will also be expected to do a peer review of the speaker following you.

10% In-class open-book final (Thurs., April 12: 110 minutes)

The in-class final will be an open-book exam consisting mostly of short and long answer questions based on the group presentations, assigned readings, and instructional material covering the 19th century, modern and post-modern periods. The exam may include questions posed in the group presentations or variations of those questions.

There will be no registrar-scheduled final exam.

Policy for late assignments: Assignments are due by 1:00 pm on the due date. You will be allowed a 24-hour grace period (with no late penalty) on all written assignments. Assignments submitted after the grace period will have one grade (e.g., B to B-) deducted for each day an assignment is late, including weekends.

Submission of assignments: Please use 11 ½- or 12-point type and 1" margins. No separate title page is required; simply put the title, the date, the course number, the instructor's name, and your name at the top of the first page. Assignments may be submitted in class or by email, but be sure to include your name on all files sent by email. It is the student's responsibility to keep a copy of all assignments submitted.

Revisions: If you earn a grade of C or lower on the first essay, you may revise and resubmit it to earn an grade increase of up to one grade level (e.g., from C+ to B-). Revisions must be submitted within two weeks of getting the marked assignment back.

Writing Skills Statement: A high standard of writing is expected in this course, and all written assignments will be assessed at least partly on writing skills. For details see www.comcul.ucalgary.ca/info Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the Writing Support Services. To book an appointment, visit <http://www.ucalgary.ca/writingsupport/>

Grading System:

Assignments and presentations will be given letter grades. Quizzes and exams will be given percentage grades. For conversion purposes, the following grading system is used in the Department of Communication and Culture. :

	Grading Scale	Midpoint (used for calculations)
A+	96 – 100.00 %	98.0%
A	90 - 95.99	93.0
A -	85 - 89.99	87.5
B+	80 - 84.99	82.5
B	75 - 79.99	77.5
B-	70 - 74.99	72.5
C+	65 - 69.99	67.5
C	60 - 64.99	62.5
C-	55 - 59.99	57.5
D+	53 - 54.99	54.0
D	50 – 52.99	51.5
F	0 - 49.99	0.01

The mid-point of each grade range will be used in the calculation of the final grade. F grades 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. When taking words directly from a source, you must use quotation marks as readers must be able to tell exactly

where your words and ideas end and other people's words and ideas begin. These requirements also apply to assignments submitted in non-traditional formats such as Web pages, PowerPoints, or other visual media, and to material taken from such sources.

Feel free to discuss your ideas with others and to have someone review your written work to point out weaknesses and typos. These practices do not constitute plagiarism as long as you do the corrections and the rewriting. All of the following, however, constitute plagiarism:

- passing off the words or work of others as your own
- submitting work that you have done previously (or that you are now doing for another course) as if it were new work done for this course
- borrowing wording from published material without using quotation marks (or formatting a long quoted passage according to the conventions of a standard documentation format)
- using wording, ideas, information, or graphics from published material or from the internet without acknowledging the source.

Information about documentation styles is available at <http://www.ucalgary.ca/writingsupport/> For further guidance about whether or how to document a source, contact your instructor or visit the Writing Support Services.

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 to discuss your needs with your instructor no later than 14 days after the start of the course.

Students' Union: For details about the current Students' Union contacts for the Department of Communication and Culture see www.comcul.ucalgary.ca/su

Schedule of Lectures and Readings for Coms 469 (L01) Winter 2012

- The detailed daily syllabus below is a DRAFT only. **The copy of the course outline posted on Blackboard will include the final version of the syllabus**, which may include revisions to readings from January 17 to the end of term.
- Except as noted, readings are from *The Rhetorical Tradition*, edited by Bizzell and Herzberg
- Read section introductions carefully; they will point you to key concepts in the readings.
- Please come to class having done the readings and prepared to discuss a passage of interest to you. Note that 469 is a good class in which to practice your speed-reading skills. When reading, focus on the opening sentences to sections and paragraphs to get the gist of the discussion. Speed read through passages of lesser interest or those that appear to be digressions.
- As you read, make note of questions for discussion in class. Consider, too, whether you agree or disagree with the ideas advanced, and why.

COMS 469 (L01) Winter 2012. J. Andre Tentative Daily Syllabus

Date	Period	Readings / Assignments to do for this day DRAFT ONLY
Tues., Jan. 10	Classical	“Philosophical background of the 5 th century BC” at http://ablemedia.com/ctcweb/netshots/sophists.htm Silva Rhetoricae -- http://rhetoric.byu.edu/ (all the materials in the left- hand column “Trees”)
Thurs., Jan. 12	Classical	General introduction (1 to top of 8) Intro (19 to top of 32) + Gorgias’ <i>Encomium of Helen</i> (44-46) - Tutorial: review of APA style
Tues., Jan. 17	Classical	Isocrates (67-79) + Plato: intro + excerpt from <i>Gorgias</i> at http://www.americanrhetoric.com/platoonrhetoric.htm
Thurs., Jan. 19	Classical	Plato’s <i>Phaedrus</i> (excerpt: 155-168) Aristotle – intro (169 – 177) plus the following from <i>Rhetoric</i> : Book I, sections I, II, IV, X, & XV Essays & presentations based on Plato, Isocrates, or Aristotle
Tues., Jan. 24	Classical	Aristotle’s <i>Rhetoric</i> (continued): Book II, sections I, XII, XIII, XX, XXII, XXIV, & XXV Book III, all sections. Intro (32-39) Essays & presentations based on Aristotle
Thurs., Jan. 26	Classical	<i>Rhetorica ad Herennium</i> (241-252 + sections XLV, XLVI, XLVII, & XLVIII on comparisons). (Scan the rest of RH to get a sense of the focus on stylistic devices.) Cicero: Intro + excerpt from <i>Orator</i> (339-343) plus the following sections of <i>De Oratore</i> : Book I, sections V, VI, VIII, XIV, XXXIII, Book II, sections XXIV, XXVII, XLIII, XLIV, XLV, LI, LIII Book III, section XIX Essays & presentations based on RaH or Cicero
Tues., Jan. 31	Classical	Longinus – Intro only (344-346) Quintilian’s <i>Institutes of Oratory</i> (359-428) Essays & presentations based on Longinus or Quintillian
Thurs., Feb. 2	Medieval	Medieval – intro (431-447) + Intro to Augustine (450-454) Augustine’s <i>On Christiane Doctrine</i> : Book IV, sections 1-10, 21-29, 38, 42, 51, & 58 Essays & presentations based on Augustine
Tues., Feb. 7	Renaissance	Renaissance – Intro (553-580) Ramus – Intro (674-679) Ramus’s <i>Arguments against Quintilian</i> —(681-684 + 696-697) Bacon (all) (736-747) Essays & presentations based on Ramus or Bacon
Thurs., Feb. 9	Enlightenment	Enlightenment – Intro (789-813) Campbell – Intro + <i>The Philosophy of Rhetoric</i> (898-946) Blair – Intro only (947-949). [Quickly scan the <i>Lectures</i>] Essays & presentations based on Campbell or Blair
Tues., Feb. 14	Mid-term	Mid-term quiz on material to this point (20%) Optional: Submit Portfolio of in-class writing tasks (5%)

Thurs., Feb. 16		E-mail proposal for final paper to andre@ucalgary.ca Discussion of final papers. Possible writing workshop looking at some previous 469 papers and other rhetorical analyses.
Tues., Feb. 21	Reading week	(no class)
Thurs., Feb. 23		
Tues., Feb. 28	19 century	19c – Intro (981-999) Whately – Intro + <i>Elements of Rhetoric</i> (1000-1025) GROUP 1 on Whately
Thurs., March 1	Modern / Post-modern	Modern – Intro (1181-1205). Bitzer’s “The Rhetorical Situation” (14 pp) at http://www.cwrl.utexas.edu/~davis/crs/E398t/Bitzer--Rhetorical%20Situation.pdf Vatz’s “The Myth of the Rhetorical Situation” (8 pp) at http://www.public.iastate.edu/~drrussel/www548/vatz.pdf Handout on classical vs “new” rhetoric (distributed in class) GROUP 2 on Bitzer GROUP 3 on Vatz
Tues., March 6	Modern / Post-modern	Burke – Intro (1295-1297) Burke’s <i>A Rhetoric of Motives</i> (1324-1340) Quigley’s article "'Identification' as a Key Term..." at http://acjournal.org/holdings/vol1/iss3/burke/quigley.html GROUP 4 on Burke’s A Rhetoric of Motives + Quigley GROUP 5 on Burke’s Language as Symbolic Action
Thurs., March 8	Modern / Post-modern	Weaver – Intro (1348-1349) Weaver’s <i>Language is Sermonic</i> (all) (1351-1360) GROUP 6 on Weaver
Tues., March 13	Modern / Post-modern	Perelman – Intro (1372-1374) Perelman’s <i>The New Rhetoric</i> (1375-1404) GROUP 7 on Perelman
Thurs., March 15	Modern / Post-modern	Foucault – excerpt?? GROUP 8 on Foucault
Tues., March 20	Modern / Post-modern	Wayne Booth excerpt?? GROUP 9 on Booth
Thurs., March 20	Modern / Post-modern	Stanley FISH – (Intro: 1605-1608) & <i>Rhetoric</i> (1609-1627). <i>Come to class prepared to discuss one brief passage from Fish that you found interesting in some way.</i> Discussion of In-class final exam.
Tues., March 27	Peer review of draft paper	DUE: Bring 1 or 2 drafts of your final paper for peer review Final presentations (3)
Thurs., March 29	Presentations	Final presentations (7 or 8)
Tues., April 3	Presentations	Final presentations (7 or 8)
Thurs., April 5	Presentations	Final presentations (7 or 8)
Tues., April 10	Presentations	Final presentations (7 or 8)
Thurs., April 12	In-class final	In class final on modern & post modern rhetoric (10%)