

**University of Calgary**  
**Department of Communication, Media and Film**

**Communication and Media Studies COMS 591 S02**  
**SENIOR SEMINAR IN COMMUNICATION AND MEDIA**

**FALL 2017**

**Mon. Sept. 11 – Mon. Dec. 04 (excluding Oct. 09 & Nov. 13)**

**M 14:00-16:45**

**Instructor:** Dr. Tania S. Smith  
**Office:** SS 302  
**Office Phone:** 403-220-7774  
**E-Mail:** smit@ucalgary.ca  
**Web Page:** D2L available through MyUofC portal  
**Office Hours:** Tues. 13:00-14:00 and Thurs. 14:30-15:30 and by appointment.  
(Appointment times may be available Tu/Th after office hours).

### **Course Description**

With reference to a special topic, this course explores the variety of ways in which communication builds social and cultural values. Students will undertake a major project that will integrate their understanding of communication theory, history and methodology. (See individual course outlines for current topics.)

This seminar will focus on the theme of “rhetorical ethics and ethos,” examining on the lives, characters, and communication of rhetors in education, public, and private life. Using historical rhetorical writings from Classical times to the present, we will investigate the strategies rhetors have used to present themselves as individuals, groups and/or organizations, and consider their ethical responsibilities, aims, and constraints. We will consider how we ourselves craft our own ethos and deploy rhetoric, and how our best efforts at ethical rhetorical analysis and ethical rhetorical action can be challenging and beneficial to ourselves and others.

### **Objectives of the Course**

- To integrate communication knowledge and skills gained from formal education throughout one’s postsecondary degree
- To understand theories, practices, and debates on rhetorical ethos and rhetorical ethics
- To research and analyze contemporary communication artifacts using the principles we learn
- To develop advanced writing skills in logic and argumentation, structure, style, sentence correctness, academic citation ethics, and APA citation style
- To build skill and insight through oral presentations, class discussion and activities, peer reviews, revision and reflection

## Textbooks and Readings

No textbook is required. On our D2L course website, students will have links to public web pages as well as documents containing selections from public domain texts of historical or contemporary rhetorical literature related to the course theme.

- In-class activities will often involve applying the theory to current samples of public online rhetoric, links to which are usually posted just before class begins.
- Student assignments in this course must use APA style for source citation and references. All the information you need will be available at <http://blog.apastyle.org/> and/or in the instructor's APA handbook on our course's D2L site, and lectures will cover the basics.

## Internet and electronic communication device information

During student presentations, all electronic devices must be put away or laid face-down, and laptop monitors must be closed. At all times, use technology silently and discreetly. No audio/video recordings are allowed without advance permission of the presenter(s) or instructor.

## Assignments and Evaluation

Weight	Course components	Due
30%	<b>2 Exams</b> (15% each). Each in-class exam will include a mix of multiple choice/select, short answer and long answer questions based on rhetorical literature readings and lectures since the beginning of term or since the previous exam.	Oct. 16 Nov. 27
10%	<b>Presentation 1:</b> Inform your audience about your individual learning of rhetorical ethics and ethos from selected past postsecondary courses, citing principles from our course readings and/or lectures. A PowerPoint file including your notes/outline and citations & references is required, submitted as a pptx file to D2L before class begins on the day you present. 10 minutes long. Sign up for your date online during week 1-2.	To be scheduled.
15%	<b>Presentation 2:</b> Group presentation (groups of 2-3), 14-21 minutes long (approx. 7 minutes per presenter). A well-researched analysis of the rhetorical ethos and ethics of one public person/organization showing how they handled rhetorical ethics over time, in 2 or more artifacts with a similar genre or topic. PowerPoint with notes required. Each presenter must deliver body material in the presentation, not just intro/conclusion.	To be scheduled.
10%	<b>2 Peer Review Memos:</b> Peer reviews of two in-class presentations, 300w each, worth 5% each. Each memo is due within 4 days after the presentation you were assigned to review, submitted <b>A)</b> to D2L, and <b>B)</b> send a copy via email to the presenter, cc. instructor.	Within 4 calendar days, D2L & email
25%	<b>Magazine article,</b> 2000 word essay plus 500w memo, on a topic & communicator different from your presentation. <b>A)</b> Write your essay as if you were going to publish it in a fictional public-affairs online magazine called <i>Reflections on Rhetoric</i> , similar to <i>macleans.ca</i> or <i>theatlantic.com</i> . Carefully research a contemporary public communicator, employing principles from course lectures & readings to analyze their rhetorical ethos and ethics, focusing on at least two of their rhetorical artifacts and the rhetorical situation surrounding them. <b>B)</b> For your instructor, provide a separate 500 word analysis of your essay's own rhetorical strategies.	Tues. Dec. 05 (not Monday) Submitted online to D2L.
10%	<b>Individual Learning Portfolio</b> of <b>A)</b> copies of 5 selected group in-class writing activities and 5 selected individual reading reflections during 10 different weeks of the course, and <b>B)</b> a 500w memo describing your further independent learning on course lectures/readings (applications and/or further research), and <b>C)</b> your class participation table. Submitted online to D2L.	Thurs. Dec. 07 (Not Monday) Submit online.

## **Registrar-scheduled Final Examination: No**

Both exams, one presentation and the magazine article assignment must be completed in order to receive a passing grade in the course.

Do NOT submit any assignments to the instructor via email. Email is not a secure and verifiable way to submit your work.

All assignment files must be submitted online via D2L using the following file name format:

- 591-IndividualPres-Surname-Firstname.pptx
- 591-GroupPres-Surname1-Surname2-Surname3.pptx
- 591-Memo-to-CarolM-by-Surname-Firstname.docx
- 591-MagazineArticle-Surname-Firstname.docx
- 591-Portfolio-Surname-Firstname.docx

Submit each assignment's file to the proper location on D2L as stated in instructions.

Please include your name and ID number on all assignments, EXCEPT on materials shared with other students on D2L (i.e. peer review memos and presentation files), which should have your name only, no ID number. Personal information is collected in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act. For more information, see <http://www.ucalgary.ca/secretariat/privacy>

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

### **Assignment length policy**

Quality is more important than quantity, so please do not become verbose or repetitive in order to meet length requirements.

- Presentations must be at minimum the duration specified, not shorter. They may be a maximum of 2 minutes over, not counting time for unexpected technical difficulties.
- Written assignment length must be at minimum the number of words specified. You may go over length by up to 15% of the assigned word count.
- Written assignment word count focuses on your own sentences in your introduction, body and conclusion. Therefore, word count does not include text such as the following: any quotations of 40 words or longer, title pages or memo headers, reference lists, appendices, image captions, text in tables or visuals, running heads or page numbers.
- If your written assignment is slightly over 15%, I will overlook the word count of all your ethically-required APA in-text citations such as "(Johnson, 2015, para. 13-14)"
- Do not pad your assignments with too frequent or too lengthy quotations from sources. Quote only enough to illustrate and prove your point. The vast bulk of your writing should be words expressing your own ideas, or paraphrases and summaries in your own words.

Penalties for not meeting length requirements can be up to 1 letter grade (e.g. A- to B+) per 20% over length or under length.

### **Policy for Late Assignments**

Assignment Files must be submitted by 11:59PM (23:59) on their due date, and Presentation PowerPoint files are due before class begins on the day you present.

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g. A- to B+) for each calendar day late.

**Late grace period:** Only for the two essays and the portfolio (Friday deadlines), there is a 24-hour late submission grace period to accommodate any unforeseen circumstances or temporary illness (no late penalty, no student explanations needed). However, after the end of the 24-hour grace period, an assignment is considered TWO days late from the original deadline and will carry a late penalty.

**Delayed or missed presentations or reviews:** Students are responsible for signing up for presentation & peer review dates by the end of week 2, and the current schedule will be shown on our course's online calendar. Except in cases of documented valid excuses (such as illness), if you cannot be in class to present or review a presentation, if rescheduling occurs later than 6 calendar days before your scheduled date, your presentation or review may be penalized with the loss of a grade (e.g. A- to B+) each time it must be rescheduled for a future date. Rescheduled presentations may or may not have peer reviewers.

Each student is expected to review 2 presentations this term and write 2 review memos regardless of their designated presenter rescheduling or unexpectedly cancelling. As necessary, the instructor will permit you to review a different presentation on the scheduled day, or you may review the same or different person on a different day.

### **Student Accommodations:**

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit [www.ucalgary.ca/access/](http://www.ucalgary.ca/access/).

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html> and <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>

### **Writing Skills Statement**

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. 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 Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

### Grading & Grade Scale of the Department of Communication, Media and Film

Final grades are reported as letter grades.

During the term, presentations and all written assignments will be given a letter grade and its % equivalent in the table below (B+=82.5). Assignments may also be given a borderline grade such as “A-/B+” (85) with an equivalent % exactly between values in the table. Exam scores will be given as a raw percentage from 0 to 100 (such as 34.2% or 91.5%) based on points earned out of the total possible points, and will not be converted to a letter grade or its equivalent during final grade calculations.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, the percent equivalent will be used as described above.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations* **
<b>4.00</b>	Outstanding	<b>A+</b>	96 - 100%	98.0%
<b>4.00</b>	Excellent—superior performance, showing comprehensive understanding of subject matter.	<b>A</b>	90 - 95.99%	93.0%
<b>3.70</b>		<b>A -</b>	85 - 89.99%	87.5%
<b>3.30</b>		<b>B+</b>	80 - 84.99%	82.5%
<b>3.00</b>	Good--clearly above average performance with knowledge of subject matter generally complete.	<b>B</b>	75 - 79.99%	77.5%
<b>2.70</b>		<b>B-</b>	70 - 74.99%	72.5%
<b>2.30</b>		<b>C+</b>	65 - 69.99%	67.5%
<b>2.00</b>	Satisfactory—basic understanding of the subject matter.	<b>C</b>	60 - 64.99%	62.5%
<b>1.70</b>		<b>C-</b>	55 - 59.99%	57.5%
<b>1.30</b>	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%
<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	0- 49.99%	0%

\* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

\*\* These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

## 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. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <https://ucalgary.ca/ssc/resources/writing-support/436>. If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor TFDL, <http://www.ucalgary.ca/ssc/writing-support>).

## Academic Misconduct

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

## Research Ethics

Whenever you perform research with human participants (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

This course does not require (or allow) students to conduct (or act as participants in) primary research involving surveys, interviews, or observations.

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"><li>• <b>Calgary Police Service</b></li><li>• <b>Emergency Text Messaging</b></li><li>• <b>Emergency Evacuation &amp; Assembly</b></li><li>• <b>Safewalk Program</b></li></ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> <b>403-266-1234</b> <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>

<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	<b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> <b>403-266-HELP (4357)</b> <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> 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.

## Schedule of Lecture Topics and Readings

This is the plan at the beginning of term. However, the official schedule will be online on a public Google Spreadsheet (LINK). Any major changes in schedule will be announced in class and via email. Students will use the Google spreadsheet schedule during the first 2 weeks to request their desired presentation & peer review times during the first 2 weeks.

Date	Readings, topics (lectures & group activities are focused on readings)	>Deadlines (pink), **Activities
9/11/2017	Course intro. *Defining rhetorical ethos, rhetorical ethics. *Tacitus's Dialogue on Oratory, Intro & part 1. Has eloquence died? Is there still honor in it? *Indiv. Presentation assignment instructions.*Sign up for presentations & peer reviews.	**Application to sample, pro/con "eloquence is dead." Conversation/dialogue ethics, vs. oratory and public activity.
9/18/2017	*Tacitus's Dialogue on Oratory, part 2. Ethos: the morals of the era shape the rhetor? *Peer Review instructions. *Portfolio, Reading reflections, activities	**Application to sample "ethos of the times" the active public/professional life vs the ethic of a simpler life >Sign up for presentations
9/25/2017	Tacitus's dialogue, pt 3. The ethics of rhetorical education, the political and cultural influence on rhetoric. *Group Pres. Instructions	**Application to samples: politicians' mentors
10/2/2017	Butler's Homer's Iliad book 1 & Butler's Hudibras book 1. The hero / fool / troll's rhetoric. *Magazine Article instructions	**Application to a sample: Rhet. ethos of Modern heroes and anti-heroes
10/9/2017	Thanksgiving Monday. No class.	



10/16/2017	Exam and presentations	>Exam 1. During 1st half of class, before break & presentations
10/23/2017	*Life of Cicero by Plutarch, & Life of Cicero by Middleton/others, selections, The humanity and fallibility of the rhetor.	**Application to critical biography vs. panegyric
10/30/2017	*Cicero, selections I: On Friendship, Brutus/Orator, Tusculan disputations. Letter(s). The Rhetoric of deep thought and intimacy	**Application to modern philosophical Dialogues, short histories
11/6/2017	*Cicero, selections II. De Oratore, De Officiis. Advice rhetoric, rhetorical advice	**Application to today's moral philosophy and rhetorical tips
11/13/2017	U of C Reading Days. No class.	
11/20/2017	*The Lady's Rhetorick, 1707; selections. The witty, learned citizen makes his/her way in the world	**Application to ethos & ethics of criticism, comedy, satire, raillery
11/27/2017	Exam and presentations	>Exam 2. During 1st half of class, before break & presentations
12/4/2017	Class evaluations, presentations	> DUE: Tues Dec 05: Magazine article. >DUE Thurs. Dec. 07: Portfolio.