

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 369 L02
RHETORICAL COMMUNICATION

FALL 2017

Tues. Sept. 12 – Thurs. Dec. 07

Tu & Th 11:00-12:15

Instructor: Dr. Tania S. Smith
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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

An introduction 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. Students will apply rhetorical theory to the criticism of samples of public communication and will practice their rhetorical skills through in-class activities and assigned writing and oral presentations.

Objectives of the Course

- To understand the basic principles and terms of classical rhetorical theory. Rhetoric has been the study of communication since ancient times and is still practical today.
- To apply rhetorical theory to the development of your own communication skills, focusing on analytical, informative and persuasive writing and speech
- To apply rhetorical theory to understand and analyze the strategies and contexts of public communication today in a variety media and genres and on various topics
- To enhance your writing style, argument and structure, and learn to cite and integrate sources.

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 theory and instruction. In-class activities will usually involve applying the theory to current samples of public online rhetoric, 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%	3 Rhetorical theory exams (10% each). Each exam will include a mix of multiple choice/select, short answer and long answer questions based on readings and lectures to date since the beginning of term or the previous exam. (On 3 Thursdays.)	Oct. 05 Nov. 02 Nov. 30
10%	Presentation 1: Informative. 7 minutes long (see over/under length limits below), addressed to the class as the target audience. A PowerPoint including your notes/outline and citations & references is required (whether you use it or not during the presentation), submitted as a pptx file to D2L before class begins on the day you present.	To be scheduled. Sign up online by deadlines.
15%	Presentation 2: Persuasive. 10 minutes long, plus or minus two minutes, addressed to the class as the target audience. Again, PowerPoint file with notes required.	To be scheduled. Sign up.
10%	2 Peer Review Memos: Peer reviews of two in-class presentations, 300w each, worth 5% each. Sign up online to schedule your review. Each memo is due within 4 days after the presentation you were assigned to review, submitted 1) to D2L, and 2) send a copy via email to the presenter, cc. instructor.	Within 4 calendar days after their presentation
10%	Informative essay , 800 words, based on research, on a contemporary topic of broad public interest, plus a 200 word explanation of analysis of your essay's rhetorical strategies.	Friday Oct. 20 (Not Thursday)
15%	Analytical or Persuasive essay , 800 words, on a contemporary topic of broad public interest, based on research, written as if it were to be published on a real public website/blog/magazine, plus a 200 word description of the rhetorical situation of your essay, plus a 500 word analysis of your essay's rhetorical strategies.	Friday Nov. 24 (Not Thursday)

10%	Individual Learning Portfolio of A) copies of 5 selected group in-class writing activities and 5 selected individual reading reflections during 10 different weeks of the course, and B) a 500w memo describing your further independent learning on course lectures/readings (applications and/or further research), and C) your class participation table. Submitted online to D2L.	Thurs. Dec. 7
100.00%	(Total)	

Registrar-scheduled Final Examination: No

At least two exams, one presentation and both essays 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:

- 369-Informative-essay-Surname-Firstname.docx
- 369-Informative-Pres-Surname-Firstname.pptx
- 369-Memo-to-CarolM-by-Surname-Firstname.docx
- 369-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 15%-20% over, I will also 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/.

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**
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%
3.70		A -	85 - 89.99%	87.5%
3.30		B+	80 - 84.99%	82.5%
3.00	Good--clearly above average performance with knowledge of subject matter generally complete.	B	75 - 79.99%	77.5%
2.70		B-	70 - 74.99%	72.5%
2.30		C+	65 - 69.99%	67.5%
2.00	Satisfactory—basic understanding of the subject matter.	C	60 - 64.99%	62.5%
1.70		C-	55 - 59.99%	57.5%

1.30	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00		D	50 - 52.99%	51.5%
0.00	Fail – unsatisfactory performance or failure to meet course requirements.	F	0- 49.99%	0%

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

** 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 (3rd 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 . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@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
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus 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	Lecture topics	Deadlines (pink), **Activities
9/12/2017	Overview of the course, What is Rhetoric? Rhetorical education methods. The three Aristotelian appeals of ethos, pathos, logos. **Exam information & study tips. **Individual Learning Portfolio instructions	**Identifying ethos, logos, and pathos in a sample. **Sign up for presentations first come, first served.
9/14/2017	Logos of complete arguments: Claim, data, analysis. Types of rhetorical evidence. **Presentation assignment instructions. Topic selection & research for your presentation.	**Application to online videos of oral presentations. **first sample in-class reading reflection
9/19/2017	The 5 canons (invention, arrangement, style, memory and delivery) in oral and written rhetoric. **Presentation peer review memo instructions.	**Application to online videos of oral presentations. **first in-class group activity write-up
9/21/2017	Rhetorical situation (genre, forum, audience, occasion, kairos, etc.). **Visuals in Presentations, and how to cite them.	DUE: Sign up on the online calendar for 2 presentations, 2 peer reviews. **Samples of use of visuals in PowerPoints.
9/26/2017	Researching an online rhetorical situation. Challenges of adapting to situation. APA citation of online pages and posts. **Informative essay instructions.	**Writing descriptions of a rhetorical situation for a web page/post
9/28/2017	The three classical genres (deliberative, forensic, epideictic) and rhetorical and social functions of genres	**Analysis of online genres of advertising, entertainment reviews, humour, advice, how-to
10/3/2017	Rhetor ethos and Audience types, and evaluating rhetorical engagement between rhetor & audience	**Audience analysis and ethos/ethical analysis
10/5/2017	Class announcements, followed by sufficient exam time.	369 Exam 1
10/10/2017	Non-moving visual rhetoric: images, colors, shapes, spaces/structures, symbols. Copyright and privacy. **APA citation & references for image use in essays.	**View & discuss samples of images within text documents, visuals supported by text, visuals alone.
10/12/2017	Macro-arrangement patterns in linear discourse: Introduction, body, conclusion, vs. surprises and non-linear arrangement	**Analysis of quotation strategies in online journalism, academic text
10/17/2017	Rhetorical voices: Integrating quotations into sentences and paragraphs. Ethical framing and use of others' words and ideas	**Analysis of public vs. academic essays.
10/19/2017	Rhetorical Style: General sentence patterns and variety. Strategic vs. sloppy fragments. Fused & spliced sentences.	DUE Friday Oct 20: Informative essay. **Style analysis of samples
10/24/2017	Rhetoric of public leadership	**Applying theory to analysis & evaluation of samples
10/26/2017	Rhetorical Style: Vivid verbs and specific nouns; specialized vocabulary; managing verbals and noun phrases, pronouns	**Style analysis of samples
10/31/2017	Rhetoric of online journalism	**Applying theory to analysis & evaluation of samples
11/2/2017	Class announcements, followed by sufficient exam time.	369 Exam 2
11/7/2017	Rhetorical persuasion about values, beliefs, culture and ideology	**Applying theory to analysis & evaluation of samples
11/9/2017	Rhetorical Style: high, medium, low/plain. The top 20 figures of speech. Modifiers.	**Style analysis of samples
11/14/2017	Rhetoric in public scientific education: analysis and evaluation	**Applying theory to analysis & evaluation of samples
11/16/2017	Rhetorical Style: The powerful & subtle arts of punctuation, conjunctions, prepositions	**Style analysis of samples
11/21/2017	Rhetoric in linear entertainment genres: music, video, narrative	**Applying theory to analysis & evaluation of samples
11/23/2017	Rhetorical Style: Selecting precise logical operators: conjunctions, prepositions	DUE Friday Oct 24: Analytical or Persuasive essay. **Style analysis of samples
11/28/2017	Rhetorical dialogue in F2F public forums and online comment threads	Applying theory to analysis & evaluation of samples
11/30/2017	Class announcements, followed by sufficient exam time.	369 Exam 3
12/5/2017	Rhetoric of critical reflection. Reflections on rhetorical learning	Group brainstorming for portfolio. **Time for class evaluations
12/7/2017	Rhetoric of critical reflection. Reflections on rhetorical learning	DUE: Individual learning portfolio