

University of Calgary
Department of Communication and Culture

Communications Studies COMS 369 – L01/B01
Summer 2014

Thurs., July 3 – Thurs., Aug. 14
T/R: Lecture: 12:00-13:45; Lab: 14:00-15:45

Instructor: Dr. A. Mary Murphy
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Office Hours: T/R 11:00-11:45; or, by appointment

Course Description

This course is 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. Sections will apply rhetorical theory to the criticism of 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 lab components of this course will run concurrently, as a single class each day. This means that lab activities will not be confined to the last half. Also, some textbook examples will be supplemented and/or replaced.

Objectives of the Course

Students will develop an understanding of the basic principles and terms of classical and modern rhetorical theory. They will apply rhetorical theory to the criticism of a variety of public communication topics, media, and genres. The course will engage students in applying rhetorical theory to the development of their own writing and speech.

Internet and electronic communication device information

Laptops are welcome in class for the purpose of note taking and on-the-spot research during discussions, and not for any other purpose. Other devices are not required and therefore should be turned off. Please be respectful of others and of the venue.

Textbooks and Readings:

Campbell, Karlyn Kohrs and Susan Schultz Huxman. *The Rhetorical Act: Thinking, Speaking, and Writing Critically*. 4th or 5th edition.

Assignments and Evaluation

Informative Speech: July 17/22:

10%; 5-8 minute informative presentation; dates to be chosen July 3

In-Class Essay: July 24:

20%; 500-750 word in-class essay; the question will be based on material covered to date, both in class discussions and assigned readings

Research Assignment: August 7:

25%; research assignment; at least half of the grade for this assignment will be based on written work; students who choose to submit an essay only will submit a minimum of 1250 words; students who choose to submit a combination of media will submit, for example, a minimum of 750 written words and 2 minutes of the second medium, such as a video or voice recording; other options also will be considered, but any changes in assignment format must be discussed with the instructor and approved

Persuasive Speech: July 31/Aug 5:

15%; 10-12 minute persuasive presentation; dates to be chosen July 24

Vocabulary Exercises:

10%: set tasks; daily reporting and discussion

Take-Home Exam: August 18:

20%; take-home exam completed and submitted in the D2L dropbox

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

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

Note: Please hand in your essays directly to your instructor if possible. 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 will be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

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.

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 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. That is, A- would be converted to 87.5 for calculation purposes. 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.

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) and 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 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 -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

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 The Department of Communication and Culture Research Ethics site: <http://www.comcul.ucalgary.ca/ethics> or the University of Calgary Research Ethics site: <http://www.ucalgary.ca/research/ethics/cfreb>

Schedule of Lectures and Readings

Date	Daily Topics	Week's Reading/Activity
Week 1 July 3	R: intro to the course R: vocabulary assignment	choose informative presentation dates chapters 1-3 for July 8 th
Week 2 July 8 July 10	T: chapters 1-3 R: chapter 11	chapter 11 for July 10 th chapters 4-5 July 15 th
Week 3 July 15 July 17	T: chapters 4-5 R: informative talks	prepare for presentations vocabulary updates

Week 4 July 22 July 24	T: informative talks R: Douglas speech R: in-class essay	Douglas speech for July 24 th chapters 6-7 July 29 th choose persuasive presentation dates
Week 5 July 29 July 31	T: chapters 6-7 R: persuasive Talks R: chapters 8-9	chapters 8-9 for July 31 st chapter 10 for August 5 th vocabulary updates
Week 6 August 5 August 7	T: persuasive talks T: chapter 10 R: chapter 12	chapter12 for August 7 th vocabulary updates essays due; Chapters 13-14 for August 12 th
Week 7 August 12 August 14	T: chapters 13-14 R: Orwell essay	Orwell essay for August 14 th vocabulary updates
August 18	Take-Home Final	D2L Dropbox