

University of Calgary
Department of Communication, Media and Film

Communication Studies (COMS 369) L02
Rhetorical Communication

Winter 2016
Tuesday, January 12 - Tuesday April 12

Tuesdays 12:30 - 3:15

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Office Hours: Tuesdays 11-12 and Thursdays 11-12

Course Description

This course will focus on making students better communicators through critically analyzing written and spoken forms of discourse and speaking. It will also frame the study of rhetoric in a Communication Studies program and offer connections to other disciplines within the Communications field.

Primarily, we will explore the principles of persuasive communication as seen in a variety of sources: classical rhetoric, essays, newspaper editorials, speeches and debates. The emphasis in this course will be on how persuasion works and what makes certain speakers and writers more credible persuasive communicators than others. There will also be a thorough study of the rhetorical tool ethos or how to establish and identify solid credible character through writing and speaking. The key to this class is to identify and isolate successful aspects of persuasion and duplicate them in our own lives. Related to ethics in communication is also an emphasis in this class on audience analysis and how successful rhetoricians identify and appeal to their audience.

Students will hone their skills as successful rhetoricians, and put this theory into practice, through essay writing, debating, analysing and public speaking. Because of the emphasis on public presentations, students will not only be graded on the quality of their writing, but also on the quality of expression and presentation.

Objectives of the Course

Students will become familiar with ancient and contemporary rhetoric and will extensively use the three tools of rhetoric, ethos, pathos and logos.

Students will learn how to effectively use other rhetorical structures like the Toulmin model.

Students will understand the importance of rhetoric to Western culture and to the field of communication studies.

Students will analyze a variety of rhetorical examples to see how effective use of these three tools creates sound arguments.

Students will become effective communicators and will learn how to frame a message to a specific audience through extensive practice of speaking and writing.

Students will practice creating strong and credible ethos through theoretical and practice exercises.

Students will learn in a collaborative and safe environment.

Textbooks and Readings

Campbell, K. and Huxman, S. (2009). *The Rhetorical Act: Thinking, Speaking, and Writing Critically (5th Edition)*. CA: Cengage.

Additional readings to be provided in class and may be posted on D2L throughout the semester.

A good dictionary and grammar handbook.

Internet and electronic communication device information

Laptops and other computer devices are welcomed in the course and are to be used only for class activities and note taking. Please be respectful of your fellow classmates while using them.

Assignments and Evaluation

Class Participation

Weight: 10%

Due Date: Ongoing

Students are encouraged to participate in this class in a variety of different ways including asking questions, facilitating discussion and engaging with others while doing group activities. A more extensive participation policy will be discussed in the first week of classes.

Informative Presentation

Weight: 10%

Due Date: Tuesday, February 9

Students will present a 5-7 minute formal informative presentation on their semester topic. Students will be graded, not on any hard copy of the presentation, but on the effectiveness of their oral communication style.

Mid-term Exam

Weight: 25%

Due Date: Tuesday, March 1

The mid-term exam is a combination of multiple choice questions, short answer questions and a longer essay style question.

Argument of Policy/Fact/Value

Weight: 15%

Due Date: Tuesday, March 22

Students will submit a 4-page report outlining the arguments of policy/fact/value related to their topic. Reports should include at least 3 claims of each type of argument with supporting evidence as well as an obstacle analysis of audience. Students will then present these arguments to the class.

Speech to Persuade

Weight: 15%

Due Date: Tuesday, April 5

Students will present their final speech as a speech to persuade. Speeches will be 5-7 minutes and will follow the motivational sequence outline. More details will be posted on D2L.

Final Take Home Exam

Weight: 25%

Due Date: Tuesday, April 19

The final take home exam is a 1500-word reflection essay synthesizing Martin Luther King's Letter From a Birmingham Jail with the course reading material as well as the activity experience.

Registrar-scheduled Final Examination: No

All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

Submission of Assignments: Please hand in your essays directly to your tutor or 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.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. 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. For courses in which assignments are submitted electronically, it is the student's responsibility to ensure that the correct copy of the assignment is submitted. (Including the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

Policy for Late Assignments

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

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_0.pdf .

Please note:

1. Students seeking accommodations for transient illnesses (e.g., the flu) should contact their instructors directly. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
2. 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.
3. 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. 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. 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. However, assignments, exams, and other work in this course will be graded using letter grades and percentage grades. The following grade scale percentage equivalents are used in the Department. If letter grades are used for an assignment or other course component, the percentage equivalent in the final column will be used for calculating the final grade:

Grade Point Value	Description	Grade	Department 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	00 - 49.99%	0%

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 (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/resources/ethics>

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 <input type="checkbox"/> Calgary Police Service <input type="checkbox"/> Emergency Text Messaging <input type="checkbox"/> Emergency Evacuation & Assembly <input type="checkbox"/> 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 <input type="checkbox"/> 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"> <input type="checkbox"/> Writing Support Services <input type="checkbox"/> 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"> <input type="checkbox"/> Faculty of Arts Reps <input type="checkbox"/> Student Ombudsman 	<p>https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</p> <p>http://www.ucalgary.ca/provost/students/ombuds</p>
<p>SU WELLNESS CENTRE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Counselling Services <input type="checkbox"/> Health Services <input type="checkbox"/> Distress centre 24/7 CRISIS LINE <input type="checkbox"/> 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

A full schedule of topics and readings will be posted on D2L before classes start.