

**University of Calgary**  
**Department of Communication, Media and Film**  
**Communication and Media Studies (COMS) 469 – Lecture 01**  
**Rhetorical History and Criticism**

**Winter 2017**

**Wed., January 11 – Wed., April 12, 2017 (excluding February 22<sup>nd</sup> and 24<sup>th</sup>)**

**Wed. 1200-1:50, Friday classes online**

Instructor: Dr. Tania S. Smith  
Office: Social Sciences 302  
Office Phone: 403-220-7774  
E-Mail: [smit@ucalgary.ca](mailto:smit@ucalgary.ca)  
Web Page: D2L available through MyUofC portal  
Office Hours: Tues 12:00-14:00  
OR View calendar at <http://ucalgary.ca/smit/about/appointment-calendar>  
and email the instructor to request an appointment.

### **Course Description**

A study of rhetorical thought and action from selected periods, cultures, and authors 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 the criticism of historical and contemporary public communication. Course Hours: 3 units; H(2-2). Prerequisite(s): Communications Studies 369.

### **Additional Information**

Friday classes do not meet in person, but students are expected to do their readings and review lectures posted online. On Wednesdays, lecture and lab activities will be held at various times throughout each two hour class period, with a 7-10 minute break approximately in the middle of the class. The timing of the mid-class break varies.

### **Objectives of the Course**

- To understand the history of rhetoric in its social context from the classic to the contemporary period
- To gain competence in rhetorical analysis of texts, media and their contexts
- To apply rhetorical principles to the processes of your own composition and performance

### **Textbooks and Readings**

**Herrick, J.** (2012). *The history and theory of rhetoric: An introduction* (5th ed). Upper Saddle River, NJ: Pearson. (Print, \$80-130. CourseSmart or Kindle E-book cheaper)

**Longaker, M. G., & Walker, J.** (2010). *Rhetorical analysis: A brief guide for writers*. Glenview, IL: Longman. (Print, \$20-40. CourseSmart or Kindle E-book cheaper)

Other free online readings and resources will be provided in links on D2L.

### Internet and electronic communication device information

During student presentations, all electronic devices must be put away and laptop screens must be closed, except if you are peer-reviewing the presentation. At other times, students may use electronic devices for course-related functions only. Show courtesy and attentiveness to the instructor and fellow students by using technology silently and discreetly, minimizing distraction.

### Assignments and Evaluation

Weight	Course components	Due
20%	<p><b>Rhetorical Analysis essay</b></p> <p><b>Draft: At least 750 words.</b> If the draft is incomplete or late, up to 10% grade penalty on the final version.</p> <p><b>Final: 1500 words.</b> Use rhetorical theories to analyze a brief artifact created within the past 5 years, authored by Canadians, targeting Canadians, or dealing with Canadian issues, regions, organizations, or events.</p>	<p><b>DRAFT: Jan. 25</b> on D2L</p> <p><b>REVIEW: Wednesday, Feb. 1:</b> Bring 2 printed draft copies to class for peer review activity.</p> <p><b>FINAL: Wednesday, Feb. 8</b> on D2L</p>
20%	<p><b>Four (4) Online reading quizzes on D2L, worth 5% each</b></p> <p>Open-book reading comprehension &amp; application quizzes. Each quiz period lasts 4 weekdays from the time it is available on D2L until the time it is due. Each quiz consists of approximately 4-6 questions that require careful reading of assigned texts.</p>	<p><b>A. Due January 27</b>  <b>B. Due March 3</b>  <b>C. Due March 17</b>  <b>D. Due April 7</b></p>
15%	<p><b>Group presentation 10% ; Participation memo 5%</b></p> <p><b>Presentations are 12 minutes, in groups of 2-3 students.</b> An analysis of a public online rhetorical artifact created within the past 5 years authored by Albertans, or targeting Albertans, or dealing with Albertan issues and events. It must be by a different rhetor and on a different topic from any other artifact you analyze this term.</p> <p><b>Memo:</b> Each student must submit a confidential 250-300w memo describing their own participation in the presentation. The 5% score is based on your individual contributions to the presentation's quality and the quality of the memo itself.</p>	<p><b>As scheduled</b></p> <p><b>Before class begins on day of presentation,</b> Post the PowerPoint file to the Discussion forum on D2L.</p> <p><b>Participation memo:</b> Submit to private D2L Dropbox within 5 days after the presentation.</p>
15%	<p><b>Three (3) Review memos, 350 words each, 5% each.</b></p> <p><b>Memo 1</b> reviews a student's rhetorical analysis draft, focusing on its 1) content &amp; argument, 2) structure, and 3) one or two selected sentence-level features.</p> <p><b>Memo 2</b> reviews a group's presentation, discussing 1) content &amp; argument, 2) structure, and 3) the group members' oral/physical delivery.</p> <p><b>Memo 3</b> reviews a student's term project draft, like Memo 1.</p>	<p><b>Memo 1 Feb. 1</b></p> <p><b>Memo 2 within 5 days</b> after the presentation.</p> <p><b>Memo 3 April 5</b></p> <p>Submit each memo to D2L Dropbox and email a copy to author(s), cc. to Dr. Smith.</p>

<b>30%</b>	<p><b>Term project:</b> A focused rhetorical history or biography</p> <p><b>Draft: 1500+ words.</b> If the draft is incomplete or late, or the student does not participate in oral peer review, up to 5% grade penalty on the final version.</p> <p><b>Final: 2500 words.</b> Examine a collection of at least 3 related artifacts released over time, analyzing them in the context of their rhetorical situations while employing rhetorical concepts as tools of analysis. The topic must be different from prior assignments.</p> <p><b>Option A. Rhetorical history and analysis:</b> Focus on official public messages authored by several people or organizations, delivered over 10-15 years, all discussing the same issue of concern to the public.</p> <p><b>Option B. Rhetorical biography and analysis:</b> Focus on a well-known rhetor, group or organization. Select artifacts by them covering at least two different themes or genres.</p>	<p><b>DRAFT: Wednesday, March 29</b> posted to D2L review group dropbox.</p> <p><b>REVIEW: Wednesday, April 5.</b> Bring 2 printed copies of your draft to class for peer review activity.</p> <p><b>FINAL: Wednesday, April 12</b> submitted to D2L Dropbox</p>
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### Registrar-scheduled Final Examination: No

**Note:** All assignments and exams weighted more than 10% must be completed in order to receive a passing grade in the course.

### Submission of Assignments

Submit all assignments via D2L areas as instructed above. Assignment Files must be submitted by 11:59PM (23:59) on the date specified.

Assignment files must use the following file name format: *469-AssignmentName-Surname-Firstname.docx*, or for group PPT files, *469-Assignment-Surname1-Surname2-Surname3.pptx*

Please include your name and ID number on all individual 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.

### 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 calendar day late.

**Grace period:** For the two essay assignments (not quizzes & review memos), 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. 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 must review a presentation regardless of designated presenter rescheduling. If you are scheduled to review during the final 2 weeks of class, be prepared to review someone else just in case your designated presenter(s) on those days is unavailable to present.

### **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.

- Quizzes will be given a raw percentage score based on points awarded for correct answers.
- All other assignments will be graded with a letter grade and its numeric Letter grade % equivalent for calculations (e.g. B+ = 82.5). Borderline letter grades (C-/C or A-/A+) may be awarded. The equivalent for calculation will be the whole number at the border between the two letter grades (e.g. A-/B+ = 85)

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film.

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%

### 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>

### Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
CAMPUS SECURITY <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> 403-266-1234      Emergency: call 911 <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 ( <b>220-5333</b> ). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
DESIRE2LEARN (D2L) Support <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>
STUDENT SUCCESS CENTRE <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>
STUDENTS’ UNION CONTACTS	<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>

<ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<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> 403-266-HELP (4357) <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

The official schedule is ONLINE on a Google Spreadsheet. It includes sign-up slots for presentations.

Date	Readings, topics (lectures & activities are focused on readings)	Deadlines
1/11/2017	Course outline, RA ch. 1, Herrick ch. 1, Introductions. Rhet Analysis assignments, Research	Get your textbooks.
1/13/2017	Online lecture: RA ch. 2a (Kairos). How to: Presentations & participation memos, Review memos,	Online: post your Self-introduction
1/18/2017	Sample "rhetorical situation" sections, rhetorical analyses	Form presentation groups. Instructor assigns Review groups.
1/20/2017	Online lecture: Herrick Ch. 4 (Aristotle) and RA ch. 3 (Argument), and Citation, APA style, Document / PPT Formatting,	Sign up for dates of presentations and peer reviews.
1/25/2017	Review of lectures to date, and sample arguments,	> DRAFT Rhet Analysis due online
1/27/2017	Online lecture: RA ch. 4 (Structure) and RA ch. 5 (Style), and Style & structure in rhetorical analyses: Flow, transitions, Intro & conclusion.	> Quiz A due online
2/1/2017	Review of lectures to date, In-class peer review time	> REVIEW MEMO on draft Rhet Analysis, and in-class review activity
2/3/2017	Online lecture: RA Ch. 7 (Affect / Pathos), and RA ch. 8 (Habitus / Ethos), distinguishing pathos from ethos and logos	> FINAL Rhet Analysis due online
2/8/2017	Review of lectures to date	presenters
2/10/2017	Online lecture: RA ch. 6 (Ideology / Logos), and Going over Term Project assignment	
2/15/2017	Review of lectures to date, sample rhetorical history and biography arguments	presenters
2/17/2017	Online lecture: Herrick Ch. 2 (Origins, Sophists)	
2/20 to 2/24	READING WEEK	

3/1/2017	Review of lectures to date. Dramatic oral reading activity of Pericles, Isocrates, and Gorgias	presenters
3/3/2017	Online lecture: Herrick Ch. 3 Plato, D2L readings: Aspasia/Pericles' funeral speech, Isocrates' Hymn to Logos, Gorgias' Helen.	> Quiz B
3/8/2017	Review of lectures to date. Plato's Gorgias & Phaedrus: Dramatic oral reading activity	presenters
3/10/2017	Online lecture: Herrick Ch. 5 Rome & Cicero	
3/15/2017	Review of lectures to date. Review of lectures to date. Rome & Cicero dramatic oral reading activity	presenters
3/17/2017	Herrick Ch. 7 & 8 (Renaissance & Enlightenment). The Lady's Rhetorick.	> Quiz C
3/22/2017	Review of lectures to date. The Lady's Rhetorick - Dramatic oral reading activity. Preparing your Term Project draft	presenters
3/24/2017	Online: Herrick 9 (Perelman & Olbrechts-Tyteca, Habermas, etc.)	
3/29/2017	Review of lectures to date. Rhetoric of science	> DRAFT Term Project
3/31/2017	Online, Ch. 10 (Burke, Bakhtin, Booth)	
4/5/2017	Review of lectures to date. Course content summary. Guided peer review activities, Course evaluations	> REVIEW MEMO on draft term project, in-class peer review
4/7/2017	Online: Instructor tips on revising drafts.	> Quiz D
4/12/2017	Appointments with instructor, in office during class time or as scheduled	> FINAL term project (30%)

Link to official schedule online:

<https://docs.google.com/spreadsheets/d/1yXyPmVEFigb01JwgbwL8nZPEnxD7YEUKmDzJzh87tRg/edit?usp=sharing>