

University of Calgary
Department of Communication, Media and Film
COMS 469 (L01): Rhetorical History and Criticism
WINTER 2023: January 10 to April 11 (excluding Feb. 19-25)
Lecture: TR 14:00 to 15:15

(In-person, with online synchronous exams)

IMPORTANT NOTE FOR ONLINE COURSE DELIVERY

Timed Online Quizzes/Tests: You will be allowed a minimum window of 24 hours to access and to complete online quizzes and exams. The estimated time to complete the exam is found in the description. Read the description carefully.

Timed Online Final Exams: You will be allowed a minimum window of 24 hours to access online final exams, but there may be a time limit for completing the final exam once you open it. Read the description carefully. Timed final exams allow for an additional 50% extra time.

Instructor:	Tania S. Smith
Office:	SS 302
Email:	smit@ucalgary.ca
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Tuesdays 15:30-16:30 pm, Wednesdays 15:30-16:30 pm (In-person)

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.

Additional Information

- The weekly schedule of topics and readings can be found at the end of this outline or on D2L.
- We will meet in person for classes, but online synchronous exams will be delivered via D2L > Assessments > Quizzes.
- Students are responsible for reading and following all course and university policies discussed in this outline.

Objectives of the Course

By the end of the course, students should have developed:

- An understanding of the history of rhetoric in its social context from Classical times to the present
- Competence in rhetorical criticism of contemporary texts, media and their contexts

- Skill in applying rhetorical principles to the process of composing your own critical analyses
- Skill in providing peer review to enhance the quality, appropriateness and effectiveness of others' rhetorical criticism.

Textbooks and Readings

Readings in the history of rhetoric (free, online). Selections from public domain or Creative Commons sources, with the instructor's introductions and annotations.

Smith, T. (2021). *Classical rhetoric in English, 1650-1800: A critical anthology*. Brill.

https://ucalgary.primo.exlibrisgroup.com/permalink/01UCALG_INST/46139d/alma991028595205404336

- We will use selections from the anthology of 10 classical Greek and Roman rhetoricians

Stoner, M. (2019). *Making sense of messages: A critical apprenticeship in rhetorical criticism* (2nd ed.). Routledge.

https://ucalgary.primo.exlibrisgroup.com/permalink/01UCALG_INST/46139d/alma991028434587704336

Free instructor handouts & instructions files on rhetoric and other topics, posted to D2L.

Free online samples of rhetoric, i.e. YouTube videos, online news or magazine articles.

Learning Technologies and Requirements

In order to complete courses, University of Calgary students are required to have reliable access to the following technology:

- A computer with a supported operating system, as well as the latest security and malware updates, with current antivirus software enabled;
- Broadband internet connection, and a current and updated web browser;
- A webcam (built-in or external), and a microphone and speaker (built-in or external) or headset with microphone (for online synchronous courses only).

If you need access to other software programs to complete assignments, your instructor will provide relevant information and links.

If you have technical difficulties, contact IT support services. See

<https://www.ucalgary.ca/pubs/calendar/current/student-campus-services-information-technologies-it.html>

Policy on the Use of Electronic Communication Devices

During student presentations, no devices may be displayed or in use. Laptops, tablets, and mobile phones may be used in class and tutorials only for course-related purposes and only if their use is not distracting others or negatively impacting the learning environment.

Please familiarize yourself with the University's policy on the recording of lectures, which is outlined at <https://www.ucalgary.ca/pubs/calendar/current/e-6.html>, and carefully review the section on Instructor Copyright at the end of this outline.

Media recording for lesson capture

The instructor may use media recordings to capture the delivery of a lecture. These recordings are intended to be used for lecture capture only and will not be used for any other purpose. Recordings will be posted on D2L for student use and will be deleted at the end of term. If recordings occur during online lectures, students are responsible for turning off their camera and/or microphone if they do not wish to be recorded.

Media recording for assessment of student learning

The instructor may use media recordings as part of the assessment of students. This may include but is not limited to classroom discussions and presentations that occur during the course. These recordings will be used for student assessment purposes only and will not be shared or used for any other purpose. The recording will be destroyed as specified by [retention rule 2000.01](#) "Examinations and Student Assignments."

Assignments and Evaluation

Weight	Assessed Components	Due
15%	Participation. Quantity and quality of engagement. Attendance, punctuality, and accountability. In-class activities, responding to presentations, peer review of drafts. Instructor may collect in-class activity write-ups and/or attendance sheets, and review D2L activity.	Graded at end of term.
5%	Individual rhetorical criticism 1. 500-word criticism of the rhetorical context & introduction of a speech in English by a political leader delivered in the past 10 years, applying the selected classical rhetorical theory concepts.	Draft Jan 26; Final Feb 02
10%	Exam 1, online, open book. Covers readings to date. It will be an online, open-book exam delivered asynchronously on D2L. It has an estimated time of 1 hour and 10 minutes plus 50% additional time for technical difficulties. However, it is an open book online exam, so you will have >24 hours to work on answers after it is made available. During the >24 hours, you may leave the D2L Quiz and return later to work on the exam. D2L will autosave as you make progress. Submit it on D2L before the end of our usual class time on the due date. The exam consists of multi-select and short-answer critical thinking questions designed to fit the open-book exam situation. Your set of questions will be randomly generated from a confidential question library so that each student will have a unique set of questions estimated to be at the same level of difficulty. Late open-book online exams will receive -5% for every hour late. However, contingency plans for technology problems and other issues may include (but are not limited to) additional time for completion of the assessment, or an alternative time to complete the assessment for students that experienced issues. Contact the instructor in advance if	Available online: Feb 06 12pm Due: Feb 07 15:15p

	you know you will encounter a problem. Contact the instructor immediately if you have a problem during the exam period, emailing relevant verifiable documentation when possible.	
20%	<p>Individual rhetorical criticism 2. 1500 w. Analyze an influential public speech, documentary, or magazine article in English published in the past 20 years.</p> <p>DRAFT (required): 700w of intro & body, plus scheduled in-class review activity. A penalty may be applied to the final assignment score for lateness, or incompleteness (max -10%).</p> <p>FINAL: Submit as a .docx file to your private dropbox in D2L by 11:59pm on the scheduled date.</p>	<p>Req.Draft: Feb 09</p> <p>Review: Feb 14</p> <p>Final: Feb 16</p>
15%	<p>Group online presentation. In groups of 2-4 students, deliver 12-18 minutes of presentation slides with voice-over audio and notes or transcript of your speech. Select a historical rhetorician (theorist) whose work is in English or was translated into English and describe and evaluate their contributions.</p>	<p>Req. Draft Mar 09</p> <p>Final Mar 16</p>
10%	<p>Exam 2, online, open book. On readings since exam 1. Multi-select, short answer, and a paragraph of analysis.</p> <p>See additional information for the exam 1, above. The same guidelines apply to this exam.</p>	<p>Available online: Mar 27</p> <p>Due: Mar 28 15:15pm</p>
25%	<p>Group report. In groups of 2-4 students, write a 1500-2200w critical rhetorical history of a contemporary debate within the past 20 years involving several artifacts over time.</p> <p>DRAFT (required): 700w of intro & body sections. A penalty may be applied to the final assignment score for lateness, or incompleteness (max -10%).</p> <p>FINAL: Submit as a .docx file to your Dropbox in D2L by 11:59pm on the scheduled date.</p>	<p>Req.Draft: Apr 04</p> <p>Final: April 11</p>

Registrar-scheduled Final Examination: No

Note: You must complete both individual rhetorical criticisms, both exams, and a final report in order to pass the course.

Submission of Assignments

Please submit all assignments in class or by uploading them to the designated D2L Dropbox and/or discussion forum. Include your name and ID number on all assignments (except omit ID number on materials to be shared with peers). Be sure to keep a copy of each submitted assignment and to submit the proper version.

Private information related to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the *Freedom of*

Information and Protection of Privacy (FOIP) Act. Please note that instructors may use audio or video recording for lesson capture, assessment of student learning, and self-assessment of teaching practices.

Assignment Length

Time length of presentations and word length of essays are given as hard minimums. An assignment may be up to 10% longer without penalty. In writing assignments, official word length only includes your own original sentences within paragraphs in the main body. It excludes 40+ word quotations, title pages, reference lists, text within images, tables, and image captions. Drafts may be as long as the final version.

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of 5% or a partial letter grade (e.g.: A- to B+) for each day late. If you must reschedule your presentation or a presentation-review date without a valid excuse, -10% per reschedule. Late open-book online exams will receive -5% for every hour late.

Final versions of major written graded assignments (rhetorical criticism 1 & 2, group online presentation, group report) will be due by 11:59pm on the scheduled date and will have a 24-hour grace period for late online submission without penalty. This is not a deadline extension. If it is submitted after the 24-hour grace period, the assignment is 2 days late.

Student Accommodations

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS); SAS will process the request and issue letters of accommodation to instructors. For information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation based on a protected ground other than disability should communicate this need in writing to their Instructor. For the full policy on Student Accommodations, see <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

Students seeking accommodation for transient illnesses (e.g., the flu) or another legitimate reason should contact their instructors.

Group policies

Group accommodations are built into the course to account for differences among group members' skills, backgrounds, and the possibility of an individual's illness, late submissions, or withdrawal from the course.

If a student has valid reasons for performing the group assignments as an individual, they must receive instructor approval before the deadline for group formation.

Group assignments are structured in a modular fashion to separate individually-authored sections from group-authored sections. This structure also permits the individual sections of departing group members to be removed if a group change is necessary, while group material co-authored prior to a group split may be inherited by all its authors.

By default, everyone in the group receives the same grade based on assignment quality. However, based on quality of individual sections and group members' declared roles, an individual group member may receive a confidential grade adjustment after the assignment is graded and returned

to the group. An individual's higher-quality contributions may be rewarded with a bonus so that they do not suffer an unfair penalty for the poorer-quality work of other group members, while another individual's poorer-quality work or late sections may receive appropriately lower individual scores and individual penalties.

Groups or individuals are permitted to make a request to the instructor to change their group composition by no later than 5 days before an assignment's final submission. There is no grade penalty for a group composition change, but penalties specified above apply to incomplete or late work. Handling a group change as responsibly and ethically as possible may be reflected in individuals' participation scores.

The instructor may make a change to group composition at any time. Decisions may involve the instructor's review of the process of collaboration. Full details of a decision may need to remain confidential because some reasons may be of a private nature, such as documented health problems.

Expectations for Writing

Department policy directs that all written assignments and, to a lesser extent, written exam responses 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 and proper documentation of research sources. For further information, please refer to the *University of Calgary Calendar* section on writing across the curriculum:

<http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, letter grades will be used for all written assignments and presentations, while percentages will be used for exams and participation grades. However, letter grades on assignments will be entered and calculated as precise percentages (i.e. 88.5%, 90%) rather than as midpoints of letter grade equivalents.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations*
4.00	Outstanding performance	A+	96 - 100%	98.0%
4.00	Excellent performance	A	90 - 95.99%	93.0%
3.70	Approaching excellent performance	A -	85 - 89.99%	87.5%
3.30	Exceeding good performance	B+	80 - 84.99%	82.5%
3.00	Good performance	B	75 - 79.99%	77.5%
2.70	Approaching good performance	B-	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	C+	65 - 69.99%	67.5%
2.00	Satisfactory performance	C	60 - 64.99%	62.5%

1.70	Approaching satisfactory performance	C-	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	D	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	F	0 - 49.99%	0%

* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: 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. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

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.

For information on citation and documentation styles (MLA, APA, Chicago, IEEE, etc.), visit the Student Success Centre resource links at <https://ucalgary.ca/student-services/student-success/writing-support> or the Purdue Online Writing Lab (OWL) Research and Citation Resources at https://owl.purdue.edu/owl/research_and_citation/resources.html

If you need help with your writing or have questions about citing sources, consult your instructor or visit the Student Success Centre, Taylor Family Digital Library. To book an appointment, go to <https://ucalgary.ca/student-services/student-success/writing-support>

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including lectures, course outlines, presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed, or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the same course section and term may be allowed under fair dealing. Check with the instructor if you have any questions about sharing materials with classmates.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws->

lois.justice.gc.ca/eng/acts/C-42/index.html). Students who use material protected by copy-right in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

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, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

This course does not require, *and does not permit*, research involving human participants (no polls, interviews, surveys).

Deferrals of Course Work and Requests for Reappraisal

- For university regulations and procedures related to deferral of term work, see <https://www.ucalgary.ca/pubs/calendar/current/g-7.html>
- For information about deferrals of final examinations, see <https://www.ucalgary.ca/pubs/calendar/current/g-6.html>
- For information about requesting a reappraisal of course work or of a final grade, see <https://www.ucalgary.ca/pubs/calendar/current/i.html>

Student Support Services and Resources

Please see <https://www.ucalgary.ca/registrar/registration/course-outlines> for information about student support services and resources, including Wellness and Mental Health Resources, Student Success programs and services, the Student Ombuds Office, the Student Union, and Safewalk. For resources on D2L, Zoom, Yuja, etc., see <https://elearn.ucalgary.ca/resources-for-students/>. (Find the topic menu under the icon to the left of the ELEARN banner.)

Schedule of Lecture Topics and Readings

This is a draft of the schedule. The official schedule will be kept up to date online on Google Sheets linked to D2L > Content

Date	Day	Deadlines	%	Readings, lecture topics
2023-01-10	Tues	Participation expected only if enrolled	15%	Course overview, Participation expectations, Rhetoric basics
2023-01-12	Thurs	Participation expected only if enrolled		Stoner Ch. 1 What are rhetorical messages? Ch. 2 Criticism
2023-01-17	Tues	Participation expected only if enrolled		Stoner Ch. 9-10 Classical approaches,
2023-01-19	Thurs	Participation expected only if enrolled		Stoner Ch. 3 Four kinds of critical thinking; Ch. 4 Description. Criticism 1 assignment instructions

2023-01-24	Tues			Stoner Ch. 5 Analysis; Ch. 6 Interpretation, Exam instructions
2023-01-26	Thurs	Draft of Criticism 1 due	req.	Stoner Ch. 7 Evaluation; Ch. 8 Writing your ideas.
2023-01-31	Tues	In-class peer review	req.	Stoner Ch. 13 Burkeian Analysis; Ch. 14 Ideological approaches
2023-02-02	Thurs	Individual rhetorical criticism 1 (500w)	5%	Stoner Ch. 15 Feminist approaches, Ch. 16 Postmodern approaches
2023-02-06	(Mon)	Exam available 12pm		>24h to write exam
2023-02-07	Tues	Exam 1. Class time is replaced with exam time, due 13:45pm	10%	Exam available to begin by 12pm Monday, >24 hours to complete it
2023-02-09	Thurs	Draft of Criticism 2 due	req.	Stoner Ch. 17 Visual communication, Group presentation assignment
2023-02-14	Tues	In-class peer review	req.	Stoner Ch. 19 Multimodal mediated rhetoric
2023-02-16	Thurs	Individual Criticism 2	20%	Stoner Ch. 18 The rhetoric of ignorance
2023-02-21	Tues			Reading Week
2023-02-23	Thurs			Reading Week
2023-02-28	Tues			Plato, Group presentation assignment instructions
2023-03-02	Thurs			Isocrates, Group report assignment instructions
2023-03-07	Tues			Aristotle, group time
2023-03-09	Thurs	Group slide draft due, audio intro	req.	Theophrastus, group time
2023-03-14	Tues			Cicero, group time
2023-03-16	Thurs	Group online presentation	15%	Quintilian, Tacitus
2023-03-21	Tues	Online peer response	req.	Longinus
2023-03-23	Thurs			The Lady's Rhetorick, 1707
2023-03-27	Mon	Exam 2 available 12pm		>24h to write exam
2023-03-28	Tues	Exam 2 due 3:15pm	10%	Exam due at end of final class period. No class, in lieu of examination time.
2023-03-30	Thurs			Samples, guidance and tips, group time in class
2023-04-04	Tues	Group draft due	req.	Samples, guidance and tips, group time in class
2023-04-06	Thurs			Samples, guidance and tips, Time for class evaluations.
2023-04-11	Tues	Group report due	25%	Final Q&A, final tips