

**Communications Studies (COMS) 361 – Lecture & Tutorial 07**  
**Spoken and Written Discourse**  
**Fall 2007**  
**Lecture Saturdays 08:00 – 10:00 and Tutorial 10:00 – 12:00**  
**Room ES 054**

**Instructor:** Mary Emily Cargan  
**Office Location:** TBA  
**Home Phone:** (403) 244-3295  
**E-Mail:** [ec@leaddeli.com](mailto:ec@leaddeli.com)  
**Web Page:**  
**Office Hours:** TBA

### **Course Description**

This course introduces the principles of spoken and written discourse as informed by both classical and modern rhetorical theory. Students will learn to recognize and analyze the use of rhetorical structures in their own and others' work. They will also learn how to incorporate rhetorical structures into their own work in the interests of communicating effectively and persuasively, whatever their chosen field of research and employment. The course will take the form of lectures, class discussion, student presentations, oral and written assignments, and readings.

### **Objectives of the Course**

This course aims to educate students in the principles and practice of effective communication or argument making. Students will become familiar with the tools of rhetoric. They will learn to identify, evaluate and apply rhetorical devices in spoken and written discourse. They will receive instruction in the planning, construction, analysis, and revision of spoken and written arguments that are grammatically correct and structurally cohesive. It is the principal aim of this course to equip students to practice their rhetorical skills within their employment field or within the field of their chosen major, whether or not that field is Communication and Culture. A tolerant and supportive learning environment will be encouraged throughout the course.

### **Textbooks and Readings:**

#### ***Required:***

Weston, Anthony. *A Rulebook for Arguments*. 3<sup>rd</sup> Ed. Hackett Pub. Co. Inc., 2000 (ISBN 0872205525). Available in the University of Calgary Bookstore.

#### ***Suggested:***

A style guide such as William Strunk Jr. and E.B. White's *The Elements of Style* (Longman, 2000).

### **Assignments and Evaluation**

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

N.B.: Please return assignments directly to the instructor if possible. If it is not possible to do so, a daytime drop box is available in SS110; 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.

**Oral Assignment #1:** Individual Argument to Inform (5-10 mins) – 10%

**Due:** September 29<sup>th</sup>, 2007

**Written Assignment #1:** Individual Argument to Inform – 10%

**Due:** Two weeks after Oral Assignment #1

(N.B. This assignment should reflect your awareness of the differences between oral and written speech making.)

**Oral Assignment #2:** Argument to Inform (Group) – 20%

**Due:** October 27<sup>th</sup>, 2007

(NB You are not required to submit a written version of this argument, either individually or as a group.)

**Written Assignment #2:** Rhetorical Analysis of Individual In-Class Presentation – 20%

**Due:** October 20<sup>th</sup>, 2007

**Written Assignment #3:** Essay – 30%

**Due:** November 3<sup>rd</sup>, 2007

(The topic for this 2000-2500 word research paper is open. Please begin considering possibilities for your topic immediately. The topic of the final paper must be authorized by the instructor at least two weeks before the essay is due. This research paper must cite external sources.)

**Participation** (including in-class written and oral assignments) – 10%

**Registrar-scheduled Final Examination:** No

**Please note:** If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

### **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.

### **Written Skills Statement**

Faculty 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 [www.comcul.ucalgary.ca/info](http://www.comcul.ucalgary.ca/info). 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 wish help with your writing at any stage, including drafts, you may use the Writing Centre. Visit the website for more details: [www.efwr.ucalgary.ca](http://www.efwr.ucalgary.ca).

## **Grading System**

The following grading system is used in the Faculty of Communication and Culture:

A+/A (4.0); A- (3.7); B+ (3.3); B (3.0); B- (2.7); C+ (2.3);  
C (2.0); C- (1.7); D+ (1.3); D (1.0); F (0)

## **Plagiarism**

Using any source whatsoever without clearly documenting it is a serious academic offence. For details see [www.comcul.ucalgary.ca/info](http://www.comcul.ucalgary.ca/info). 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 rule includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources. For any graphic that you do not create yourself, you must acknowledge the original creator.

Please consult your instructor or the Writing Centre (SS 106, [www.efwr.ucalgary.ca](http://www.efwr.ucalgary.ca)) if you have any questions regarding how to document sources.

## **Additional Information**

Note: Your instructor will not take responsibility for assignments that are not submitted in hard copy to her in person.

Because you are responsible for all material covered in class, attending all classes is strongly recommended.

Overt acts of rudeness, such as using a cell phone in class, are not tolerated. Please see the University's policy on non-academic misconduct in the 2006-2007 University Calendar; this is conduct that "seriously disrupts the lawful educational and related activities of other students and/or University staff." (Please note that emails that are abusive in either tone or content are considered non-academic misconduct and will not be tolerated.)

## **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

## **Students' Union**

For details about the current Students' Union contacts for the Faculty of Communication and Culture see [www.comcul.ucalgary.ca/info](http://www.comcul.ucalgary.ca/info).

**"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 U of C Research Ethics “Information for Applicants,” sections 3.0 to 9.0, inclusive:

[http://www.ucalgary.ca/UofC/research/html/ethics/info\\_undergrad.html](http://www.ucalgary.ca/UofC/research/html/ethics/info_undergrad.html)

## **Schedule of Lecture and Readings**

To be handed out in class.