

University of Calgary
Department of Communication, Media and Film
Communication and Media Studies COMS 369 L02
RHETORICAL COMMUNICATION

FALL 2018

Thurs., September 6 – Thurs. December 6 (Excluding November 12-16)

Tuesdays and Thursdays 09:30-10:45

Instructor: Dr. Tania S. Smith

Office: SS 302

Office Phone: 403-220-7774 – Voice mail only

E-Mail: smit@ucalgary.ca Please put “369” in the subject line.

Web Page: D2L (Brightspace) available through MyUofC portal

Office Hours: Tues. 11:15-12:15, Thurs. 11:15-12:15, and by appointment.
To schedule an appointment, use this calendar [LINK](#)

Course Description

An introduction to the basic principles of rhetorical theory, criticism and practice. Examines rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, situation, genre and ethics. Students will apply rhetorical theory to the criticism of samples of public communication and will practice their rhetorical skills through in-class activities and assigned writing and oral presentations.

Objectives of the Course

- To understand the basic principles and terms of rhetorical theory.
- To apply rhetorical theory to the development of your own communication skills, focusing on informative and persuasive writing and oral presentations.
- To develop a rhetorical perspective on public communication today in a variety of media and genres

Textbooks and Readings

These texts are free of charge, available online with a Creative Commons license through the Open Textbook Library. Lectures will supply rhetorical theory.

Barton, K., & Tucker, B. (2016). *Exploring public speaking: 2nd Revision*. Communication Open Textbooks 1: Galileo Open Learning Materials. Retrieved from <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=411>

Writing for success. (2015). University of Minnesota Libraries Publishing. Retrieved from <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=53>

Book titles are abbreviated in the schedule as EPS, WFS

Internet and electronic communication device information

During student presentations, all electronic devices must be put away or face-down, and laptop monitors must be closed. At all times, use technology silently and discreetly.

Assignments and Evaluation

%	Course component	Due
15%	Participation. Regular quality contributions to in-class discussion and activities, and online discussion every 2 weeks involves >200 words in at least 1 unique post and 3 replies on the topic of readings, lectures, or samples. Optional online quizzes will supplement your participation grade and prepare you for the final exam. Score given in two phases: 1. to Oct. 18 = 5% in class 2.5% online. Phase 2 Oct 23 to Dec 6 = 5% in class 2.5% online.	During classes and biweekly online
20%	Informative essay. A 500-word draft and scheduled in-class review activity are required, or a 10% late penalty may be applied to the final score. Final: 800-1000 words, with properly cited research, on a contemporary topic of broad public interest, written as if it were to be published on a real online blog or magazine; and a 250-350-word analysis of how your essay's rhetoric (content, argument) is adapted to the online forum and its audience(s).	Draft: Sept 20 Review: Sep 27 Final: Oct 2
15%	Presentation: Informative. On a different topic than your essays. It is 7-10 minutes long, well researched, uses both images and text on slides, and is addressed to the class as the target audience. A PowerPoint with citations & references is required. Submit the .pptx file to D2L before class on the day you present.	After Oct. 10th. Sign up online by deadline.
30%	Persuasive essay A 500-word draft and scheduled in-class review activity are required, or a 10% late penalty may be applied to the final score. Final: totaling 1500-2000 words, on a different contemporary topic of broad public interest, based on research, written as if it were to be published on a real online blog or magazine. Plus a 500-word analysis of how your essay's rhetoric (content, argument, and now also your style) is well-adapted to the online forum and its audience(s). Draft and review also required.	Draft: Nov 1 Review: Nov 6 Final: Nov. 22
20%	Final exam based on assigned readings and lectures. 30% multi-select / multiple choice / matching / error corrections in text samples, 20% short answer, and 50% long answers (paragraphs).	Exam period

Registrar-scheduled Final Examination: YES

Both essays must be completed in order to receive a passing grade in the course.

Submission of Assignments

NO email submission: Submit each assignment to its designated area in D2L / Brightspace.

Privacy: Include your name and ID number on the first page of all assignments EXCEPT writings that are viewable by peers. 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/legalservices/foip/foip-hia>

Assignment Length: If a range is specified (i.e. 800-1000 words, or 7-10 minutes), keep within the range. If a target length is specified, i.e. 500 words, length may go above or below by 10%. Penalties up to 10% may apply to assignments below or above length, depending on the degree to which they do not fit length.

Length includes your original sentences in the body of the assignment from the opening of the introductory paragraph to the end of the conclusion. Simply select the text of this material in MS Word, click "Review" and then "Word count" and subtract any block quotes longer than 40 words. (NOT counted in official length are title pages and memo headers, references, tables, figures, captions, page headers and footers, and block quotations longer than 40 words.) If many in-text citations, for example (Smith, 2018, p. 3) are the only reason for being over length, it will be forgiven.

In presentations, unplanned technical difficulties and very short sample audio/video clips are not included in presentation time. Limit audio/video samples to less than 10% of the maximum presentation time.

File format: Submit assignment files only in .DOC or .DOCX format, Power Points in .PPT or .PPTX, or in an alternative format specified in the assignment instructions. The instructor usually uses Microsoft Office to comment and grade. If the formatting is distorted by conversion, you may submit a 2nd file as a PDF and note this within your MS Office file.

File Names: Always use this file name format. It will create a positive first impression. It helps the instructor to identify and organize all students' files after downloading them.

- "369-AssignmentName-Surname-Firstname.docx."
- To distinguish draft from a final version, end with ...DRAFT.docx or ...FINAL.docx

File submission comments: If you have an important comment to submit with your file, do not use the comment area within the D2L dropbox. Email the instructor or include the comment in a footnote within the first page or two of your file.

Verify your submission: D2L submission receipts can NOT verify that your file's content is not corrupted, empty, or consists of an earlier draft. Verify your file's content after upload by re-opening it from D2L.

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. Consider using automatic backup to an online service.

Policy for Late Assignments

Assignments submitted online are due at 11:59 pm on their deadline day.

Presentation PowerPoint files are due before class begins when you present, as assigned, and you must come at least 5 minutes early to upload your PowerPoint to the console before class begins. Missing or rescheduling a presentation less than 7 days before the date of the presentation may result in a late penalty of one letter grade.

FINAL versions of assignments worth 10% or more: a 24-hour grace period is permitted for late submission due to short term illness, personal responsibilities, or scheduling challenges. No excuse is needed. This is NOT a deadline extension. If submitted more than 24 hours late, late penalties count from the original deadline.

Assignments submitted after the deadline may be penalized with the loss of one letter 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.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>

Grading & Department of Communication, Media and Film Grade Scale

Final grades are reported as letter grades.

During the term, written assignments and presentations will be given letter grades and their percentage equivalent. Letter grades will be converted to the midpoint of the percentage range (B+ = 82.5), as shown in the final column of the table below.

Borderline letter grades may also be given for assignments, i.e. a B/B+ borderline grade will be recorded as 80.

For exams, quizzes, and online activities, raw percentage grades (i.e. 32.5%, 61.5%) will be maintained. These scores will not be converted to a letter grade and its percentage. Therefore, a score of 32.5% will not turn into F/0 but will remain 32.5 in calculations.

In calculating final grades in this course, each component's percentage score will be weighted and added to the total. The total percentage will then be converted to a letter grade according to the ranges in the table below.

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

Grade		Dept of	
Point		CMF	Letter grade %
Value	Description	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%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

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 support services in the Student Success Centre (3rd floor, Taylor Family Digital Library). Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

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.

This course requires citation and reference lists in APA style.

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>. Research and citation resources are also available on the website of the Purdue Online Writing Lab (OWL) at <https://owl.english.purdue.edu/owl/section/2/>. If you have questions about how to document sources, please consult your instructor or visit the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library, at <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>

In this course, you must not engage in any research on human participants.

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 <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • 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 <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm

<ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	<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>
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Schedule of Lecture Topics and Readings

This is the preliminary schedule. The official schedule is online at this link:

<https://docs.google.com/spreadsheets/d/1C2lbgTxujBuPfMjYo8-dGPexu-Ti0AgEIlxJ8t9hGDQ/edit#gid=0>

Book titles are abbreviated in the schedule as EPS and WFS

Date	Day	Readings for homework	Deadlines
2018-09-06	Thurs	EPS ch 1 basics of public speaking; WFS ch 10 Rhetorical modes	FYI: In-class activities are usually on "Samples"
2018-09-11	Tues	EPS ch. 12 Informative speaking; WFS ch 9 writing essays & 15 Examples of essays.	Activity groups will be assigned
2018-09-13	Thurs	EPS ch. 2-3. Audience, ethics, ch 4 approach & main points;	Friday is drop deadline
2018-09-18	Tues	WFS Ch. 8 writing process. WFS ch. 11 writing from research & 12 writing a research paper;	Schedule your presentation. Activity group adjustments.
2018-09-20	Thurs	WFS 3.4 quotes, 13.2-13.5 APA documentation;	Required Draft posted to group
2018-09-25	Tues	EPS ch. 6 organizing; 7 Supporting evidence; 8 intros, concl, trans;	
2018-09-27	Thurs	(read assigned peers' drafts)	Review activity. Prepare in advance
2018-10-02	Tues	EPS ; ch 9 presentation aids; WFS ch. 14 creating presentations;	Informative essay
2018-10-04	Thurs	EPS ch 11 Delivery.	
2018-10-09	Tues	PURDUE Owl: Visual Rhetoric (Link >>)	
2018-10-11	Thurs	EPS ch 13 Persuasive speaking	Presentations begin
2018-10-16	Tues	EPSch 14 logical reasoning.	
2018-10-18	Thurs	WFS ch 6 paragraphs;	Participation phase 1 end
2018-10-23	Tues	WFS ch 7 refining writing;	

2018-10-25	Thurs	EPS ch 10 language;	
2018-10-30	Tues	WFS ch. 2 Sentences; 4 Working with words; PurdueOWL Sentence structure	
2018-11-01	Thurs	WFS ch 3 Punctuation. PURDUE Owl: Punctuation exercises	Required draft
2018-11-06	Tues	(read assigned peers' drafts)	Review activity
2018-11-08	Thurs	(Persuasive essay workshop)	
2018-11-13	Tues		Reading week
2018-11-15	Thurs		Reading week
2018-11-20	Tues	WFS ch 3 Punctuation cont'd.	
2018-11-22	Thurs	PurdueOWL: Mechanics	Persuasive essay
2018-11-27	Tues	SAMPLE: Why we sometimes hate the good guy	
2018-11-29	Thurs	SAMPLE: How not to defend free speech	
2018-12-04	Tues	Class evaluations	
2018-12-06	Thurs	Final ePortfolio workshop	Participation phase 2 end
Exam week		Final exam, Registrar Scheduled	Final exam