

Communications Studies (COMS) 369 – Lecture 20
Rhetorical Communication
Spring 2011
TR 11:00 -12:50 SS 105 Tutorial: TR 13:00 - 14:50 SS 105

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Office Hours: TR 10:00 – 10:50

Course Description

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

Objectives of the Course

1. To provide an orientation to the field of rhetoric.
 2. To introduce students to conceptual categories of classical and modern rhetoric.
- To develop students' ability to analyze texts rhetorically and communicate persuasively.

Internet and electronic communication device information

You are allowed to use laptops in class but only for purposes related to this course. Please turn off your cell phones off.

Textbooks and Readings:

Kennedy, George (1998). *Comparative Rhetoric: An Historical and Cross-cultural Introduction*. New York: Oxford University Press, 1998.

Additional required readings will be posted on Blackboard.

Assignments and Evaluation

Proposal for rhetorical analysis	10%	due May 19
First draft of rhetorical analysis	20%	due June 7
Presentation of rhetorical analysis	10%	due on June 14 or 16
Final draft of rhetorical analysis	35%	due June 23
Journal entries	10%	due June 23
Response to feedback	10%	due June 27

Participation/ attendance 5%

Journal entries

You are expected to do all the assigned readings and reflect on them in a journal. These reflections will help you do the rhetorical analysis.

Proposal for rhetorical analysis

You are expected to choose a text for rhetorical analysis; the text could be a religious doctrine, news media article, court decision, or political speech. As a first step, you should summarize the article and sketch out ways in which you will connect the readings to the text under analysis.

First draft of rhetorical analysis

In your first draft, you should review readings relevant for your rhetorical analysis, adding your own voice and personal insights. Then you should articulate the connections between the readings and the text under analysis.

Presentation

You are expected to deliver a powerpoint presentation, summarizing the results of your rhetorical analysis for your classmates. The goal of this presentation is for you to receive feedback from your peers, which you will integrate into your final draft. A powerpoint presentation file is due on Blackboard 24 hours before your presentation. A sign-up sheet for presentation slots will be distributed at the beginning of the course.

Final draft of rhetorical analysis

Your final draft should be a revision of your first draft, in which you should flesh out the connections between the readings and the text under analysis. You should consider the feedback you have received from the instructor, as well as from your peers during your in-class presentation.

Response to feedback

In your response, you should summarize what revisions you have made between the first and final drafts, and give reasons either for accepting or rejecting the instructor's feedback on your first draft.

Participation/ attendance

You are expected to attend all lectures and tutorials, be on time, and leave only after class is finished. While exceptional circumstances may sometimes arise, you are asked not to make a habit of being late or leaving early.

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

Note: 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.

Registrar-scheduled Final Examination: No

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.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department 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 <http://www.comcul.ucalgary.ca/needtoknow>. 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 need help with your writing, you may use the Writing Centre. Visit the website for more details: www.efwr.ucalgary.ca

Grading System

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

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

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. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (MacEwan Student Centre 4th floor, efwr.ucalgary.ca) if you have any questions regarding how to document sources.

Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;

<http://www.ucalgary.ca/pubs/calendar/current/k.html>

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 Arts see

<http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see

<http://www.su.ucalgary.ca/services/student-services/student-rights.html>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see

<http://www.ucalgary.ca/emergencyplan/assemblypoints>

"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 Department of Communication and Culture Research Ethics site:

<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:

<http://www.ucalgary.ca/research/cfreb>

Schedule of Lectures and Readings

Please consult Blackboard for weekly schedules of class activities and homework assignments.