

**Communications Studies (COMS) 369 – Lecture 21**  
**Rhetorical Communication**  
**Spring 2011**

**Saturday 13:00 – 17:30. Class dates: May 7, 14, 21, 28, June 4, 11, 18**

**Instructor:** Dawn M. Bryan  
**Office**  
**Location:** SS 209  
**Office Phone:** n/a  
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**Web Page:** n/a  
**Office Hours:** By appointment

**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. Integrated 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**

This course will enable a student to do the following:

- understand the principles of classical and modern rhetorical theory,
- craft informative and persuasive spoken and written discourse using these principles,
- analyze the rhetorical acts of others, both in an academic and professional context.
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**Internet and electronic communication device information**

Students can use personal computers or electronic tablets for note-taking and in-class exercises only. Students who disturb classmates with unauthorized use of personal computers will lose these privileges. Cell phones must not be used for any purpose, including note-taking.

**Textbooks and Readings:**

1. *The Rhetoric & Poetics of Aristotle* – available at the U of C Bookstore
2. Readings will be posted as pdf files on Blackboard. Please prepare for some printing costs. These files will be available in the first week of class.

**Assignments and Evaluation**

Sat, May 14 **Writing Skills Assignment** - In-class (10%)

Sat, May 21 **Informative Presentation #1** – In-class (20%)  
Sat, May 28 **Quiz #1** (10%) Short answer; all readings and lecture materials to May 21  
Sat, June 4 **Persuasive Presentation #2** In-class (20%)  
Sat, June 11 **Rhetorical Analysis Paper** (30%)  
Sat, June 18 **Quiz #2** (10%) Short answer; covers materials May 28 – June 18

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

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.

### **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](http://www.efwr.ucalgary.ca)

### **Grading System**

In this class, you will receive grades in the 4-point scale (2.7, 3.0, 3.3) *rather than* percentages. Sometimes you may receive grade points between letter grades. 3.5 is the mathematical mid-point between a B+ (3.3) and an A- (3.7) and 3.15 is the mid-point between a B (3.0) and a B+ (3.3), etc.

The following grading system is used in the Department of Communication and Culture:  
(Revised, effective September 2008)

Letter Grade	Grading Scale	Grade Point Value (see U of C Calendar: <a href="#">Academic Standing</a> )
A+	96-100	4
A	90-95.99	4
A -	85-89.99	3.7
B+	80-84.99	3.3
B	75-79.99	3
B-	70-74.99	2.7
C+	65-69.99	2.3
C	60-64.99	2
C-	55-59.99	1.7
D+	53-54.99	1.3
D	50-52.99	1
F	0-49	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. 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 4<sup>th</sup> floor, [efwr.ucalgary.ca](http://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**

Available on Blackboard the first week of class (May 7)