

University of Calgary
Department of Communication, Media and Film

COMS 396 (L01): Rhetorical Communication
SPRING 2021: May 05 to June 17 (excluding May 24)

Lecture: MW 09:00 to 11:45am

(Lectures will be in synchronous Zoom sessions on Mondays & asynchronous on Wednesdays)

IMPORTANT NOTE ON COURSE DELIVERY FOR SPRING 2021:

This Spring 2021 course will be offered entirely online as part of the University's plan to ensure everyone's safety during the Covid-19 pandemic. Please read the outline carefully to see which course components will be offered synchronously (where you are expected to participate at the usual scheduled course time) and which components will be offered asynchronously (to be completed on your own time). Synchronous course sessions will normally be hosted on Zoom, a video-conferencing program. To access scheduled Zoom course sessions, go to D2L, click on the COMMUNICATION tab, and select Zoom 5 or 10 minutes before class is scheduled to begin.

If you will not be able to participate in scheduled synchronous class sessions owing to time differences, then you should arrange to take this course when it is offered in person in the future.

Note that the time indicated on course outlines for all timed quizzes and exams in CMCL, COMS, and FILM courses includes 50% extra time to allow for technical difficulties.

Instructor:	Dr. Arti Modgill
Email:	arti.modgill2@ucalgary.ca
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Mondays from 11:45 to 13:45 via email (or video) consultations.

Course Description

Rhetorical Communication. 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.

Additional Information

The weekly schedule of topics and readings can be found on D2L. Lectures will be in synchronous Zoom sessions on Mondays & asynchronous on Wednesdays.

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:

- A familiarity with the historical roots of rhetorical theory and an understanding of the importance of rhetoric to Western culture.
- An understanding of the principles and terminology of classical (and potentially some contemporary) rhetorical theory.
- Skill in using rhetorical principles to craft persuasive and informative texts for various audiences; these may include visual genres such as brochures, memes, and posters.
- Ability to locate relevant sources using U of C library digital search tools in order to marshal evidence useful in crafting persuasive texts.
- Competence and confidence in crafting and delivering persuasive and informative presentations, including skill in designing and using presentation slides or other visual aids.
- Ability to use rhetorical concepts to analyze and critique persuasive texts and speeches.
- Competence in editing written work for style, correctness, and citation of sources appropriate for particular rhetorical contexts.

Textbooks and Readings

Required Textbook: Beeson, L. (2014). Persuasion: Theory and Applications. Oxford University Press. [See online version available at a discount at <https://www.redshelf.com/book/621173/persuasion-621173-9780190678968lillianbeeson>]

Learning Technologies and Requirements & Policy on the Use of Electronic Communication Devices

This is an online course. In order to complete online (or blended) 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);
- A microphone and speaker (built-in or external), or headset with microphone.

Most current laptops will have a built-in webcam, speaker and microphone. 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 the university's IT department. For more information, see <https://www.ucalgary.ca/pubs/calendar/current/student-campus-servicesinformation-technologies-it.html>

Do to the sensitive topics we are discussing no record synchronous zoom class sessions for lesson capture is permitted without the instructor's permission and students are not to share recordings with others. Please carefully review the section on Instructor Copyright at the end of this outline.

Assignments and Evaluation

Assessed Components
<p>Weekly Activities (20%) Activity due dates are on Wednesdays as follows: May 12, 19, 26, June 9 & 16. Students will be assigned weekly activities related to readings in the textbook. The activities may include written (not exceeding 300-words), video (3 minutes), or quizzes (10 multiple choice questions). Quizzes will be available from 9:00am to 4:00pm on Wednesdays and students will have 30 mins to complete them from their start time. I will closely monitor my email between 9:00 and 11:00 on Wednesdays, so you may wish to schedule your writing to overlap with those times. Each Monday a new weekly activity will be discussed in class and instructions posted on D2L. Completed activities are due by the end of class on Wednesday. Completed activities will receive points out of 3 (good 3, satisfactory 2, completed 1). Late submissions will not be accepted. Students may miss one activity between May 12th and June 16th without penalty.</p>
<p>Rhetorical Analysis Paper (20%, 900-1200 words). Due: Monday, May 17 (11:59 pm) In this paper, you will analyze your choice of persuasive speech or written text on a current controversial topic using the rhetorical concepts covered in class. See the detailed assignment guidelines on D2L.</p>
<p>Speech to Persuade (20%) Due: In class on assigned dates of either Monday, May 31 or Wednesday, June 2. Students will deliver a 5-7- minute persuasive speech on a topic of their choice applying/demonstrating course concepts provided. Speeches will be delivered synchronously in real time in a Zoom session. Students must also submit their written script to the D2L dropbox. Details will be discussed in class May 19 and students must submit a 125word description of their speech topic for approval on or before May 24.</p> <p>Peer Speech Reviews (5%) Due: Wednesday, June 2 (11:59 pm) Students will be assigned to watch the speeches of two other students and complete a peer review for each.</p>
<p>Persuasive Article posted to D2L (25%, 1000-1200 words) Due: June 7 (11:59pm) Written on a topic of your choice, your article may include ethically sourced & properly cited visuals. See the detailed assignment guidelines on D2L for more information and instructions for posting to the course site.</p> <p>Rhetorical Analysis of your article (10%, 600 – 750 words) Due: June 7 (11:59pm) In your rhetorical analysis, you will identify your intended audience, explain your assumptions about your audience, and discuss 3 or 4 of your key rhetorical strategies for persuasively tailoring your blog article to that audience. This analysis is to be uploaded to the designated dropbox in D2L in a single file also including a copy of your article.</p>

Registrar-scheduled Final Examination: No **Note:** You must complete the following course components to pass the course: Rhetorical analysis paper, speech, persuasive article and accompanying rhetorical self-analysis. In addition, you are less likely to receiving a passing grade if you miss many of the other course components i.e. Weekly

Activities. If you fail to submit an assignment, please contact your instructor as soon as possible.

Submission of Assignments

Please submit all assignments electronically by uploading them to the designated D2L dropbox (unless instructed otherwise in the assignment guidelines). Include your name and ID number on all assignments. It is your responsibility to keep a copy of each submitted assignment and to ensure that you submit the proper version (particularly in courses requiring electronic submission).

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 recorded for lesson capture, assessment of student learning, and selfassessment of teaching practices.

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.

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. 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) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require that a medical note be presented. For the policy on supporting documentation the use of a statutory declaration, see Section M.1 of the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>. Also see FAQs for Students: <https://www.ucalgary.ca/registrar/registration/appeals/student-faq>

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 written assignments, while points will be awarded for all the weekly activities.

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/studentsuccess/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, please consult your instructor or visit the Student Success Centre, 3rd floor, Taylor Family Digital Library. To book an appointment, go to <https://success.ucalgary.ca/home.htm>

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including 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.

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf) and requirements of the copyright act (<https://lawslois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright 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-andinstructors/ethics>

Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferrals of exams and course work, requests for reappraisals, and other matters, please see the relevant sections in the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/academic-regs.html>

Student Support Services and Resources

Please visit <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, visit <http://elearn.ucalgary.ca/desire2learn/home/students>. IT support is available at itsupport@ucalgary.ca or by calling 403-220.5555.

Schedule of Lecture Topics and Readings: Refer to D2L for more detailed information on topics covered, assigned readings, and scheduled activities.

**COMS 396 – Rhetorical Communication
READING SCHEDULE***

Dates	Topics and Readings
May 5	Introduction
May 10, 12	<p>Historical Perspectives on Rhetoric</p> <p>Monday Reading: Chapter 1. Introduction AND Chapter 2. Rhetorical Scholars in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press.</p>
May 17, 19	<p>Persuasion and Audiences</p> <p>Monday Reading: Chapter 3. Audiences in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press.</p>
May 26	<p>Social Discourse</p> <p>Wednesday Reading: Chapter 4. Language in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press</p>
May 31, June 2	<p>Analysis of Reasoning</p> <p>Monday Reading: Chapter 5. Messages: Verbal and Nonverbal Support in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press</p>
June 7, 9	<p>Persuasive Politics</p> <p>Monday Reading: Chapter 6. Political Communications in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press</p>
June 14, 16	<p>Visual Rhetoric</p> <p>Monday Reading: Chapter 9. Visual Rhetoric in Beeson, L. (2014). <i>Persuasion: Theory and Applications</i>. Oxford University Press</p>

*NOTE: This Schedule Is Subject to Change

This reading list will be adjusted and amended as we move through the weeks and major ideas. You will be informed of changes to your required weekly readings during class. You

are required bring your text/reading to class with you for class discussions, group work, and in-class work. You will not be provided with paper copies by the instructor.