

University of Calgary  
Department of Communication, Media and Film

Communication and Media Studies COMS 369 L01  
Rhetorical Communication

Winter 2017

Monday, January 9 - Wednesday, April 12  
(excluding February 20 and 22)

Mondays and Wednesdays, 3:30-4:45 PM

**Instructor:** L. Bryce  
**Office:** Social Sciences 216  
**E-Mail:** [bryce@ucalgary.ca](mailto:bryce@ucalgary.ca)  
**Office Hours:** Tuesdays 13:00-15:00 and by appointment

### Course Description

This course is an introduction to the basic principles of rhetorical theory, criticism, and practice. You will learn rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, situation, genre, and ethics. You will apply rhetorical theory to the criticism of samples of public communication and will practice your rhetorical skills through in-class activities and assigned writing assignments and oral presentations.

### Objectives of the Course

The objectives of this course are the following:

- To understand the basic principles and terms of classical and modern rhetorical theory.
- To apply rhetorical theory to the criticism of a variety of public communication topics, media, and genres
- To enable you to apply rhetorical theory to the development of your own writing and speech.
- To develop expertise in the mechanics of writing so you can produce well-written essays and speeches.

### Textbooks and Readings

The following textbook is required for this class. You will need to do specific readings for a full understanding of the course material.

Alfano, C.L. & O'Brien, A.J. (2017). *Envision: Writing and researching arguments*. 5<sup>th</sup> edition. Boston: Pearson.

### Internet and electronic communication device information

Using electronic devices in ways that distract your instructor or your classmates is not allowed in this course.

Although you are welcome to use your laptop or tablet for taking notes during lecture portions of this class, or for completing in-class assignments, the use of laptops for any personal work (such as Facebook, email, games, and so forth) will not be tolerated. Likewise, cell phones should be on silent and put away during class times.

### Assignments and Evaluation

Table 1, following, gives the assignments, due dates, and percentages worth.

Table 1: Assignments and Evaluation

<i>Assignment</i>	<i>Due Date</i>	<i>Percentage Worth</i>
Informative presentation) 8-10 minutes (group project)	January 30 and February 1 Groups assigned on January 25	5%
Rhetorical analysis speech: 8 minutes (individual)	February 6, 8, 13, 15	15%
Rhetorical analysis essay: 3 pages (individual)	March 1	20%
Persuasive speech: 8 minutes (individual)	March 29, April 3, April 5, April 10	20%
Two-part persuasive essay: (individual) Essay: 4 pages Rhetorical analysis: 1 page	April 10	30%
Peer assessment of rhetorical analysis and persuasive speeches	February 6, 8, 13, 15 March 29, April 3, 5, 10, 12	5%
In-class assignments	ongoing	5%

### *In-class Assignments*

The in-class assignments are collaborative: you will be asked to analyze an essay or speech and use your analysis for class discussion. One written analysis will need to be submitted per group.

**Please note** that because of their nature, the in-class assignments cannot be “made up” later.

### *Informative presentation: creating effective presentations (group project)*

Working in groups assigned by the instructor, you will prepare a short presentation (8-10 minutes) on one of the topics given in class on January 25. This presentation must include a power point presentation and any other visual aid that helps the listeners follow your points. Please be sure you attend class on January 25: the groups will be assigned on this day and you will be given time in class to prepare your presentation.

### *Rhetorical analysis speech (individual project)*

For this speech, you will use the same advertisement you are using for your rhetorical analysis essay. (See next paragraph.) This speech should be 8 minutes long. **Please note: the essay cannot be a word-for-word rewrite of the speech because essays and speeches require different persuasive strategies.** If your speech and essay are identical, the essay will not receive a passing grade.

Please submit a printed out copy of your Power point presentation to your instructor in addition to whatever script you use before you give your speech.

### *Rhetorical analysis essay*

Using the principles of analysis covered in the textbook and in class, write an analysis of a magazine advertisement that intrigues you. This advertisement must be from an actual magazine: an advertisement that is available only online is not acceptable.

Choose an advertisement that offers sufficient imagery and text for analysis. Your points must be grounded on the principles we discuss in class and in the textbook: thus, your argument must show that you have read and understood the material. This assignment gives you an opportunity to do a

practical application of theoretical principles. The essay should be 3 pages, double spaced, font size 12 point, Times New Roman, 1 inch/2.54 cm margins, pages numbered. Grades will be deducted for essays that do not comply with this format. Please remember to include in-text citations and a references page with your essay.

### *Persuasive Presentation*

This assignment requires that you prepare a speech that will influence your listeners' thinking and behaviour. You need to choose a topic that you feel has relevance to your audience (the class and instructor); however, the topic cannot be one that involves graphic images or descriptions of violence or cruelty to any living creature. You will present your individual paper to the class in an 8-minute presentation. You will be evaluated on the professionalism with which you present in addition to the content of the presentation. Please submit a printed out copy of your power point presentation to your instructor in addition to whatever script you use before you give your speech.

### *Persuasive Essay*

Using the same topic you used for the persuasive speech, write an essay that is designed to influence your readers' thinking and behavior. The essay should be 4 pages double spaced, font size 12 point, Times New Roman, 1 inch/2.54 cm margins, pages numbered. Grades will be deducted for essays that do not comply with this format. **Please note that the essay cannot be a word-for-word rewrite of the speech because essays and speeches require different persuasive strategies.** If your speech and essay are identical, the essay will not receive a passing grade.

### *Persuasive Essay Rhetorical Analysis*

Using Chapters 1-3 for ideas, write a 1 page (double spaced) rhetorical analysis of your own essay. Explain how and why you used particular persuasive strategies and give specific examples of how you used them in your essay.

### Peer review of speeches (rhetorical analysis and persuasive)

You will evaluate your classmates' speeches. You will be given an evaluation form to fill out for each speech.

Registrar-scheduled Final Examination: No

**Note:** All assignments and exams weighted more than 5% must be completed to receive a passing grade in the course.

### Submission of Assignments

For each assignment, please submit one printed copy to your instructor, and also upload each assignment to the D2L dropbox in the appropriate file. If it is not possible to submit a printed copy of your assignment directly to your instructor, 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.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at marked final exams in SS 320. 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/secretariat/privacy>

**Note:** It is your 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.

### Policy for Late Assignments

Assignments submitted after the deadline will be penalized with the loss of a 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/](http://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>

### 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 Centre. Visit the website for more details:

<http://www.ucalgary.ca/ssc/writing-support>

### Grading & Grade Scale of the Department of Communication, Media and Film

Final grades are reported as letter grades. In this course, all assignments will receive a letter grade.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

Grade Point Value	Description	Grade	Dept. of CMF grade scale equivalents*	Letter grade % equivalent for calculations* *
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%

<b>3.70</b>		<b>A -</b>	85 - 89.99%	87.5%
<b>3.30</b>		<b>B+</b>	80 - 84.99%	82.5%
<b>3.00</b>	Good--clearly above average performance with knowledge of subject matter generally complete.	<b>B</b>	75 - 79.99%	77.5%
<b>2.70</b>		<b>B-</b>	70 - 74.99%	72.5%
<b>2.30</b>		<b>C+</b>	65 - 69.99%	67.5%
<b>2.00</b>	Satisfactory—basic understanding of the subject matter.	<b>C</b>	60 - 64.99%	62.5%
<b>1.70</b>		<b>C-</b>	55 - 59.99%	57.5%
<b>1.30</b>	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%
<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	0- 49.99%	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. 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.

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> . If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor TFDL, <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>

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> 403-220-5333 403-266-1234      Emergency: call 911 <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	403-210-9355 (MSC 370), M-F, 9:00-4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> 403-266-HELP (4357) <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> 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.

### Proposed Schedule of Readings and Assignments

Date	Readings and Assignments
January 9	Chapter 1
January 11	Chapter 1
January 16	Chapter 1
January 18	Chapter 2
January 23	Chapter 2
January 25	Chapter 2
January 30	Performing informative presentations
February 1	Performing informative presentations
February 6	Rhetorical analysis speeches
February 8	Rhetorical analysis speeches
February 13	Rhetorical analysis speeches
February 15	Rhetorical analysis speeches
February 20	Reading week
February 22	Reading week
February 27	Chapter 3
March 1	Chapter 3
March 6	Chapter 3
March 8	Chapter 4
March 13	Chapter 4
March 15	Chapter 5
March 20	Chapter 5
March 22	Chapter 6
March 27	Chapter 6
March 29	Persuasive speeches
April 3	Persuasive speeches
April 5	Persuasive speeches
April 10	Persuasive speeches
April 12	Persuasive speeches